



April Newsletter: Backing Up Your Phone

Hello!

What would you do if you left your cell phone in a taxi? Or even worse, you dropped it into a puddle of water? If either one of these tragic events has occurred to you in some form or another, you know the fear that strikes your heart.

Between pictures taken with camera phones, schedules, passwords, documents, and banking information, we now carry around the details of our life.

In this month's newsletter, we will discuss two easy ways of protecting yourself from a phone disaster.

All the best,
Your friends at Cartwheel

Protecting Your Phone

1. Lock your phone

Almost every phone has the ability to lock its keypad with a password. If you keep any personal information on your phone, even an address book, you should enable this option. This will prevent someone who steals or finds your phone from accessing your personal information.

When it comes to locking their phones, the number one complaint we hear from our customers is that it's too inconvenient to unlock it every time they use it. The truth is, you'll get used to it, and after a few days you will be able to lock and unlock it in under a second. If you still find unlocking time consuming, some phones allow you to lock all the other features, but still make phone calls.

This piece of advice is most critical for those smart phones like Blackberrys and iPhones; almost everyone keeps personal information on these, so loss or theft could be devastating.

2. Back up your phone

If you break or lose your phone, you may not worry about your privacy, but mourn all those lost phone numbers and addresses.

For those of you with standard phones, your service provider likely offers back up options. The big four Verizon, T-Mobile, AT&T, and Sprint/Nextel – all offer services that allow you to back



up your information wirelessly. Each costs about \$2.00 per month, but when you think of the alternative, the service is priceless.

For smart phones, there are a number of options.

a. Online services: Services like GoogleSync offer free synchronization between your smart phone, your online account, and your computer. This means you can restore your information to a new phone in case of disaster. We'd stay away from less known apps such as Cybersynchs and iDrivelite. They have mixed reputations (iDrivelite has been known to spam all your contacts), and may not be around for long.

b. Software: You can sync your smart phone with your computer using a USB cord. This generally works well, except you may forget to back it up for a while, or if travelling, may lose your laptop and phone together.

c. Enterprise Service: Some of our clients use enterprise-strength service such as Microsoft hosted Exchange, in which all your e-mail and data are wirelessly synced in real-time. One big advantage is that the smart phone can be wiped remotely if its ever lost or stolen. These service plans generally work best for families with at least two or three smart phones – and can be costly.

Parting Shots:

If you have lost your phone without locking enabled, make a mental list of everything you have stored on it. If it has personal information such as passwords or credit card information, change those immediately. You should also call your service provider and immediately shut off service.

If you have any questions about phone security and what you can do, give us a call us anytime at 212 206 9619. We are here to help.