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**MY CU Services Champions “World Backup Day” on March 31**

*Mid-Atlantic Corporate’s payments and technology CUSO urges CUs to back up – data, that is!*

**Middletown, Pa.** (Mar. 24, 2015) – Data plays an increasingly vital role in modern life ... and that makes losing it even more devastating when a problem occurs. According to a survey conducted by Rand Secure Data a year ago, 44 percent of all companies don’t have a formal data governance policy, and nearly a quarter of those without a data policy don’t plan to implement one.

That’s where *World Backup Day* comes in, according to Howard Stein, chief operating officer of MY CU Services. “World Backup Day was started in 2011 as a humorous, but important, way to warn businesses and consumers to back up their files,” he said. “March 31 was chosen because there are usually rashes of pranks people tend to pull the first of April – April Fool’s Day.”

To make it easier for credit unions to protect critical data, MY CU Services offers secure storage and backup services, via its partnership with DATTO, a leading provider of comprehensive data backup, recovery and business continuity solutions. DATTO’s SSAE 16 certified data center assures appropriate controls are in place, such as for physical and environmental security.

“All organizations should be prepared for what might happen in power outages or other service disruptions, whether a physical disaster or human error,” said Drew Kishbaugh, president/CEO of MY CU Services. “But for financial institutions, it’s even more important – credit unions must have a foolproof method of securely backing up financial reporting information and member data.”

The *World Backup Day* organizers also say some 30 percent of consumers don’t back up their files.

“Who hasn’t had the experience of working on a document for several hours only to accidentally close it before it’s saved?” said Kishbaugh. “Imagine how much worse it would be to lose credit unions’ financial data files. Yet, businesses that don’t routinely backup their data cite the reason as ‘it didn’t seem like an efficient use of time.’ ”

Nonetheless, system interruptions are growing. Almost half of the companies surveyed by Rand Secure Data had experienced disruptive power outages, and for 81 percent of them, it caused them to close down for at least one day.

To inquire about MY CU Services secure backup products, visit [www.mycuservices.com](http://www.mycuservices.com) and [www.datto.com](http://www.datto.com). To learn the history of *World Backup Day*, visit [www.worldbackupday.com](http://www.worldbackupday.com).

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**About MY CU® Services, LLC**

MY CU Services, LLC is a wholly-owned CUSO of Mid-Atlantic Corporate Federal Credit Union, headquartered in Middletown, Pa. MY CU Services is a leading provider of electronic payment, mobile and technology solutions for credit unions. MY CU Services currently provide services to more than 1,300 credit unions nationwide. For more information, visit [www.mycuservices.com](http://www.mycuservices.com). It’s time to Experience the Difference with MY CU Services.