

Frequently Asked Questions about Carbonite Online Backup

Q: What is Carbonite and who is it for?

A: Carbonite is Backup Made Simple™ a simple, safe online backup service for casual home PC users, students, home office users, road warriors, etc. For less than five dollars a month, Carbonite will backup all the data on your PC (digital photos, music, office documents, and other valuable data) whenever your PC is connected to the Internet.

Carbonite is very easy to setup and use, requiring little or no ongoing user involvement. Our service is always on and continuously protecting data on your PC whenever it is connected to the Internet.

Q: What is the likelihood of catastrophic data loss?

A: If you haven't already had a disk crash or some other catastrophic data loss, consider yourself in the lucky minority! Surveys show that nearly 2/3 of PC users have experienced some form of catastrophic data loss. Statistically, you have about a 1 in 12 chance of having your hard drive crash in any given year, about a 1 in 10 chance of having your laptop stolen, and about a 1 in 3 chance of serious data loss through your own errors.

By the way, the going price for recovering data from a crashed hard disk is \$750 to \$1000. Is it really worth risking your irreplaceable digital photos, important documents and other data when you can buy protection for just a few dollars a month?

Q: Why choose Carbonite instead of other backup methods?

A: There are four important considerations when deciding how to backup your data:

Time & Hassle -- If you have to think about backups, you probably won't ever get around to doing them. That's why only 2% of home PCs are backed up regularly. With Carbonite, you download our software, set and forget.

Cost -- If you backed up your PC daily to CDs, you'd go through hundreds of dollars worth of CDs a year. Outboard hard drives cost \$150 and up. Traditional online backup services cost at least \$100 per year and offer only limited capacity. Carbonite offers unlimited storage capacity for just a few dollars per month.

Peace of Mind -- Are all of the data you care about protected from theft, fire, flood, and other natural disasters? With Carbonite, you know for sure that data you've lost can be recovered. And because Carbonite is always on, continuously detecting new data and changes to existing files on your PC, you never have to worry.

Security -- With Carbonite, nothing leaves your PC unless it is encrypted twice - once with your encryption key and again as it travels over the Internet. When you register, you create a user ID and password and only you will be able to unlock the encrypted files stored by Carbonite. You can also rest assured that Carbonite won't share any information about you or your data with advertisers or other third parties.

A note on CD backups: some people wrongly assume that backing up files to CD offers a permanent solution. However, the nature of chemicals used to manufacture recordable CDs gives them much shorter lifespan than store-bought albums. In fact, even recordable CDs that are stored in dark, temperature-controlled rooms usually won't last longer than a few years!

Q: Is the install process simple?

A: Really simple. Pop in the install disk. Create a password and answer a few security questions. Done.

Q: What does Carbonite back up?

A: Carbonite automatically backs up all the irreplaceable files on your PC— photos, documents, spreadsheets, music, etc. If you want to change what Carbonite backs up, it's easy: Open "My Computer" and right-click on any folder or file. You can select "Back this up" or "Don't back this up" from the Carbonite menu to add or remove it from your backup.

Q: Why doesn't Carbonite back up programs and system files by default?

A: If you restore programs and system files to a new computer, they probably won't work. In fact, they may cause problems on your new PC. Advanced users can back up individual executables or system files by right-clicking on each file and selecting "Back this up" from the Carbonite menu.

Q: Is my data private and safe?

A: Carbonite encrypts your files before they leave your PC. Then they are uploaded over the Internet to our secure servers using SSL, the same secure protocol used for credit card transactions and electronic banking.

Q: How long will it take to back up my PC? How long does it take to restore?

A: Carbonite backs up roughly 2GB every 24 hours over a home high-speed Internet connection. That means your first backup will likely take a few days to complete. After that, updates to your backup take only a few minutes and are virtually unnoticeable. Carbonite restores files at 10-15GB per day, so you'll get your files back quickly.

Q: How much does it cost?

A: One year of unlimited online backup service is just \$84.90 per PC.

Q: Do I really get unlimited storage capacity for my backups?

A: Yes! One license backs up one PC — no matter how much data you have. However, since home high speed Internet upload speeds limit you to about 2 GB/day, your initial backups will take a few days to complete.