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## Users Couldn't Care Less of Their USB Sticks

*The data copied on USB sticks - not as safe as you think*



SanDisk created some of the most popular flash drives on the market

SanDisk, one of the most important names when it comes to storage solutions, has published a report, underlining the risks of losing the data copied on USB flash drives. According to the study findings, no less than 77 percent of the corporate end users turn to USB sticks in order to store work-related material, no matter if related to projects or other information. And because we're talking about the data copied on USB flash drives, SanDisk informs that consumers usually transfer customer records (25 percent), financial information (17 percent), business plans (15 percent), employee records (13 percent), marketing plans (13 percent), intellectual property (6 percent), and source code (6 percent). "Most CIOs are aware that data leaks can result in identity theft, compromise of intellectual property, and loss of trade secrets, as well as significant PR and financial damage to organizations," said Gil Mildworth, Senior Director of Marketing for SanDisk's Enterprise Division. Following the recent reports concerning the computer infections targeting USB removable drives, the risk of important loss tends to increase, so extra-care is recommended when copying data on such a storage device. Even more recent studies proved that flash disks are continuously attacked as Inf.Autorun, a threat which aims to propagate through USB devices, won the first position in a top concerning the most "popular" infections in 2007, according to security company ESET. "Our survey demonstrates that, while there is some awareness of potential risks involved with unsecured USB flash drives, corporate IT execs need more effective policies, education, and technology solutions in order to mitigate the risks. Only a top-down effort involving intelligent device management, data monitoring, and centralized policy enforcement will sufficiently reduce risks, while allowing organizations to reap the productivity benefits of enhanced mobility," the SanDisk official added.