



Backupify is the leading backup provider for cloud-based data, offering an all-in-one archiving, search and restore solution for the most popular online services including Google Apps, Facebook, Twitter and more.

Backupify for Google Apps: Security

Backupify is the most comprehensive archive and restore solution for Google Apps. Backupify provides automated daily backups of your Gmail, Docs, Sites, Contacts and Calendars. Through the Backupify account, users and admins can search for missing or corrupted items, and choose to either restore their data back into their Google Apps account or download the data locally.

Why do I need Backupify for Google Apps?

Simply put, backup is an IT practice, whether on-premise or in the cloud.

By moving to Google Apps, your organization has significantly decreased the risk of data loss due to hardware failure. However, **user error**, the second largest cause of data loss, still exists. Backupify protects against this user error, allowing your organization to keep a second copy of all your important Google Apps data.

Cause	Percentage of Data Loss	Solved by Google Apps alone?
Hardware failure	44%	YES
User error	32%	NO
Software corruption	14%	NO
Malware & viruses	7%	NO
Natural disasters	3%	YES

Backupify puts you back in control of your data. You can set your own data-retention policy, search across your organization's data, and even download a local copy of a departing employee's account (saving you the cost of an annual license fee).

By some measures, duplicating your data also duplicates the risks associated with unauthorized parties accessing that data; every extra copy of your data is another copy you need to secure. As such, the security of Backupify's customer data is the company's highest priority. Below are the security capabilities of Backupify for Google Apps.

Built-In Encryption

Backupify encrypts your Google Apps Archives. For every new account created (each email address), our system automatically generates a unique AES 256-bit encryption key for that user. All data written for the user is encrypted with that key prior to storage.

Upon retrieval (e.g. when a user views/downloads Archives through the Backupify Web interface), the key is used to decrypt the stored data. All users' AES keys are stored on the Backupify production system and the central list of keys is encrypted with Backupify's master RSA-2048 private key.

At every step along the Google Apps data-replication process, Backupify uses 256-bit encryption.

- All authenticated user interaction with the Backupify web application (*app.backupify.com*) – logging in, configuring services, altering settings, and accessing archived data – occurs over a 256-bit encrypted channel (SSL).
- All data transmissions with Google Apps APIs – when the Backupify app connects to your Google Apps domain – occur over a 256-bit encrypted channel (SSL).
- Backupify stores OAuth tokens to authenticate Google Apps API connectivity rather than usernames and passwords, and these tokens are encrypted with the user's AES-256 bit key.
- All data at rest stored in Amazon S3 – which includes your complete Google Apps Archives – is encrypted using a randomly generated AES-256 bit key unique to each user.



Data Center Security

All data under management – which is to say your Backupify Archives and the settings used to access your Google Apps domain accounts – is physically located in the Amazon Web Services (AWS) cloud, specifically Amazon's Simple Storage Service (S3), which is redundantly stored on multiple devices across multiple environmentally controlled facilities. AWS infrastructure and controls are subject to annual SAS-70 Type II audits and AWS information security management processes and controls have achieved ISO 27001 and PCI DSS Level 1 certification.

Backupify is located in Cambridge, MA and all of our S3 data centers are currently located in the United States. We have many European clients and we do plan to use a data center in Europe soon.

Internal controls

Backupify grants access internally using the “principle of least privilege” through appropriate roles and only on a “need to know” basis, and manages its systems in line with security industry best practices including the ISO 27000 series and NIST Security Publications.

Backupify's engineers do have the authority to transfer your data – as is required to assist you in downloading or restoring your data, at your request – or to handle some of our infrastructure management tasks such as load-balancing. Such transfers occur exclusively within the Backupify data environment; your data is never decrypted or disclosed without your express participation and consent.

Generally speaking, the only scenario in which Backupify would knowingly decrypt your Backupify Archives would be at your direct request, or if we are compelled to do so by a legal authority in compliance with a subpoena, warrant or other similar law enforcement or court order.

Cancelling Your Account

In the event that a Backupify account is canceled, the account's Google Apps Archives will be deleted as part of the cancellation process. (If you wish to migrate or download the domain data, you can arrange for this service during cancellation). Deleted Archives are unrecoverable – by design – to ensure that your Google Apps domain data is not compromised.

In the case of delinquent Backupify accounts, Backupify does reserve the right to purge Archive data. Administrators of delinquent accounts will be given advance notice of these scheduled purges and offered the opportunity to return their account to good standing prior to Archive deletion.

Perhaps most importantly, **Backupify users do not have the ability to delete Archive data** through the Backupify web interface. Even if someone steals your Backupify password or hacks your account, they cannot delete your Backupify archives. Backupify Archive data may only be deleted by a Backupify system administrator, and admins may do so only after an explicit and specific request from a Backupify user whose identity and authority has been verified. Unless you tell Backupify to delete your Archive data (or fail to pay Backupify to maintain your data), it simply will not be erased.

Vendor Trust

Philosophically, you should trust Backupify because trust is our business. Backupify exists exclusively to provide cloud data backups. If we don't get your backups right, we have no business, *period*. We've been in operation since 2008, and have secured investments from premier technology investors including Avalon Ventures, Betaworks, First Round Capital and General Catalyst.

Find Out More

If you're interested in the peace of mind you get from an automated Google Apps backup solution, feel free to contact us directly at info@backupify.com.

Web: <http://www.backupify.com> | Phone: 1.800.571.4984 | Twitter: <http://twitter.com/backupify>