

Fun Fact: The author of this blog is one of our former content writers (an employee of over two years), who just started with Lookout Mobile Security as a Security Engineer last Thursday. Small world, eh?

3 Mobile Security Risks to Watch Out For

As mobile platforms become more advanced, we increasingly rely on our phones in our business and personal lives. Sensitive data doesn't only exist on our PCs now; we take it with us everywhere. The growing popularity of mobile devices means that the risks of malware attacks, theft, loss, or damage are increasingly severe.

Fortunately, [mobile security and backup](#) has improved beyond simply setting a PIN code and manually copying data to a MicroSD card. When selecting a mobile security app, look for a solution that can protect your data against each of the following risks:

Malware

The Juniper Network's [2011 Mobile Threats Report](#) showed a 155% increase in mobile malware across platforms. Malware targets unknown security flaws within newer phone operating systems. To protect your iOS or Android device from malware, install comprehensive security software that can identify threats and prevent them from ever being downloaded to your device. Lookout regularly updates its virus definitions to ensure that your device is protected against the most recent threats.

Theft or Loss

Losing your mobile device can be an irritating setback, but losing the valuable or proprietary data stored on it can disrupt your business or personal life. Lookout's security software can prevent unauthorized users from accessing your private information, ensuring that even if your phone is stolen, your data will be safe. Lookout also offers geolocation software to help you recover your lost phone.

Damage

Accidents happen every day, and if an accident damages your phone, any destroyed data can result in serious consequences. Many individuals consider manual backups to be a hassle, and only realize the importance of backing up after the damage is already done. Lookout's mobile data backup automatically sends your data to secure external 128-bit SSL encrypted servers. That way you can transfer important information to a new phone if your old one is damaged, destroyed, or simply obsolete. Your data is too important to store on a fragile mobile device—let us help you keep it safe.

In the information economy, the data on your phone is an invaluable resource. Leaving your phone or your data unsecured is a risk no business can afford. With Lookout, your data is always safe, protecting your customers, your privacy, and your business. Download a free version of Lookout's [mobile security app](#) for iPhone or Android today.