

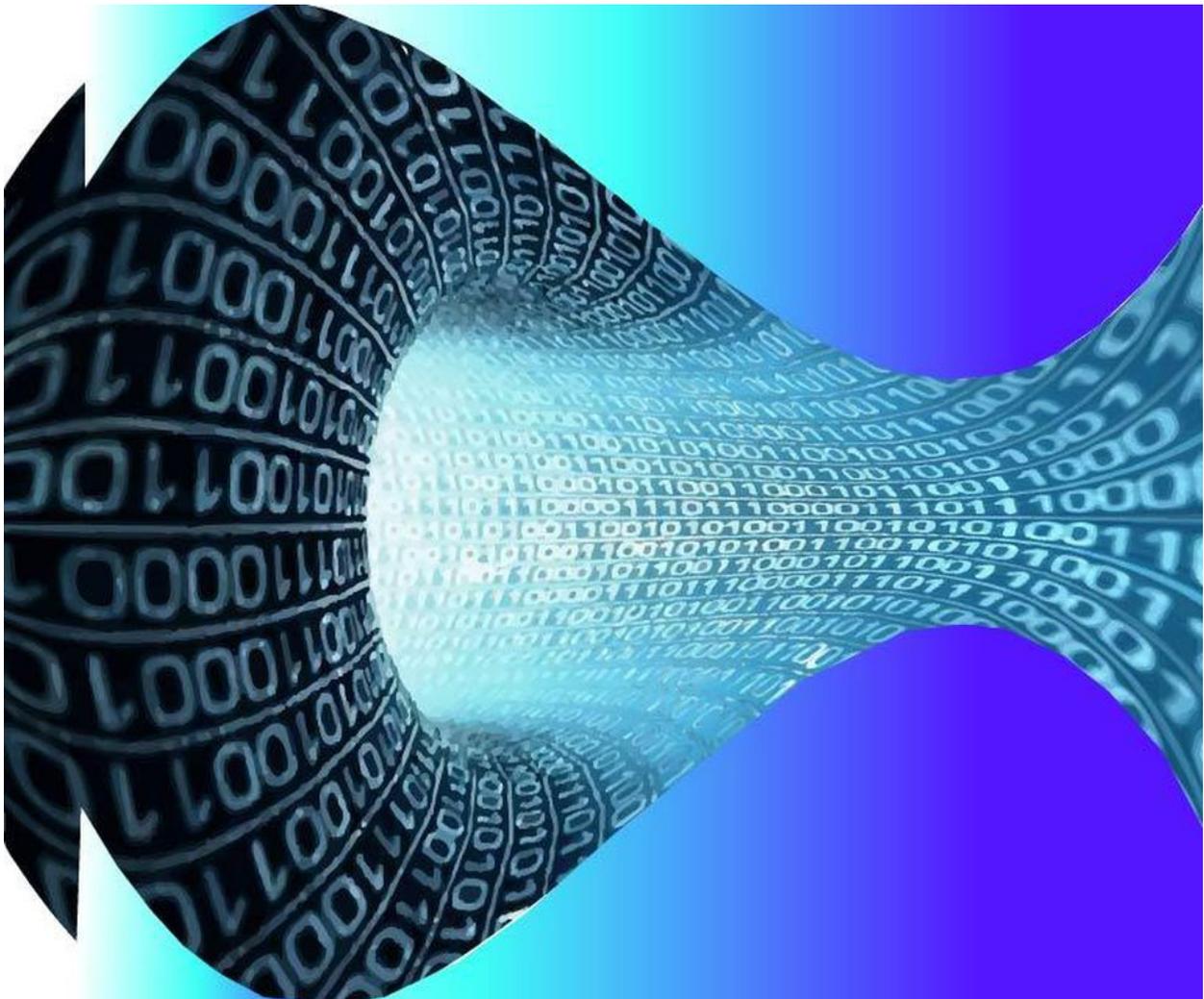
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# How Some Companies Are Changing The Idea Behind Static Data Storage & Retrieval



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*Polish-Californian Multimedia journalist with passion for tech.*

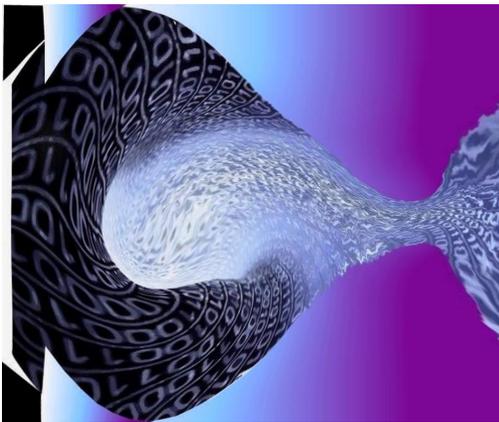


Self-designed graphic based on idea of data storage. MACIEJ DURAJ

Data storage is a concept that relies on us being able to weed out and find data files we have set aside on our hard disk or cloud and be able to retrieve it at will or

on demand. It relies on us being able to remember the file name or location of the data in order to retrieve it. However, what if data storage and the finding of specific files could be more dynamic, efficient and user friendly? And what if we could have our loved ones retrieve it on a specific date or after our passing?

I have [previously covered](#) a company, called MrOwl, that makes search easier and more dynamic. It focuses on public or online search and combines the aspect of social sharing and social search. However, it focuses less on changing the idea of storage as a whole or search overall for private clouds or within a users' hard drive. It is a nice first step for many of us who knows the limitations of Google's Search and standard Web searches in being able to not have to go to different engines, social networks, image sharing sites, and be able to find what we are looking for from one application or network.



Changing the idea behind static data. MACIEJ DURAJ

I have recently talked to Michael Lester, chairman at LegacyArmour, and the cloud company has various unique implementations of data storage and may change the way we look at data storage as a whole.

“First, the overall problem with storage is that it stupid and static,” he said. “It just sits there waiting for someone to retrieve it and has no intrinsic value in and of itself. At

LegacyArmour, we’re changing that. We’re making information dynamic where it finds you when the time is right for you to have the information.”

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He also points out that LegacyArmour's system looks at the user rather than just focusing on static files.

“Why store critical information that might go missing if something happens to you?” he said. “With our system, when we detect that something has happened to you, the information is automatically delivered to your designated recipients.”

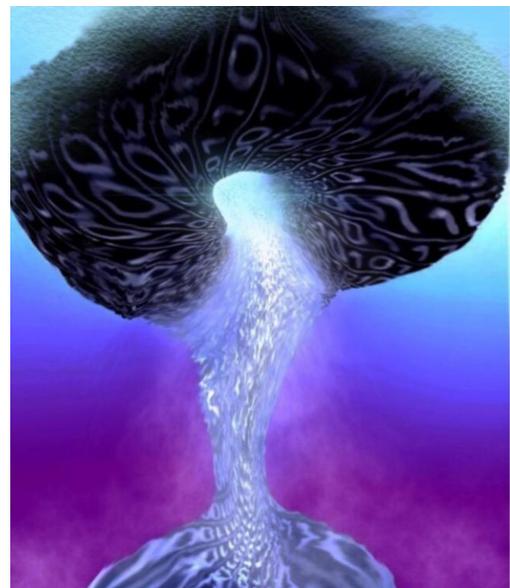
However, security is a huge issue these days when it comes to data storage. Thus, when asked about LegacyArmour's safeguards in place he assured that security is something LegacyArmour takes pride in. In fact, when compared to some other public cloud options out there, it may go beyond a lot of competition.

“Best of all though, the information is fully encrypted, end-to-end, zero-knowledge with something we call future forward encryption,” he said. “Because of that, it can never be hacked, revealed, or compromised.”

Another interesting aspect of LegacyArmour's option is that it combines aspects of AI or artificial intelligence in the way it safeguards data and monitoring a person's digital footprint.

“We are working on an Artificial Intelligence engine that will monitor a person's digital footprint to determine in pseudo real-time if anything has happened to them,” he said. “No one has done this before and we have a patent pending on the process.”

Beyond just a digital footprint it is working on perfecting, the company also monitors the U.S. death index and ping a person periodically to see if they are still available to collect their data. This is a pretty revolutionary process of seeing if data is not just static and sitting there for no one ever to make use of and thus waste server space, but tied to actual users. It also seems like a nice way for families or friends who the recipient agreed to forward their data to be able to collect vital information the person had stored before they passed away.



I like to call this piece, "The Obscure Data Flow" MACIEJ DURAJ

Such forward thinking of data is really changing the landscape of data and the way we can look at data as much more than 1s and 0s on a computer hard drive, but something tied to a person's life story. This is how Lester explained the process once the person has been found to be passed away or not responding to repeated pings by the system:

“ If they [users of the data] aren't [available for data recovery], our system automatically triggers their vault for delivery and contacts the designated recipients of the vault. Rather than use passphrases (that no one can remember), we use shared memories that only the vault owner and the recipient know. For example, one thing between a husband and wife might be “What was the name of the restaurant where we first kissed?”

The company also works with what it calls digital vaults, which are fully supported by zero-knowledge encryption. These vaults can be sent to specific users on a specific date by the owner of the account.

“Personally, I have vaults for all of my kids that they will get on their 21st birthday whether I am here or not,” Lester said. “The vaults contain birth certificates, pictures, videos, and stories about them. I also have a vault that will be delivered immediately if I pass away that has my will, social media passwords, bank accounts, Bitcoin keys, etc.”

In terms of sending a vault out to loved ones or someone of our choosing after we pass, you may be asking yourself: why would I care what happens to my data if I pass away and have no use for it anymore and I do not store valuables such as Bitcoins online? [Legacy Armour's website](#) gives some other examples of ways of why this can come in handy and they include estate planning documents, medical information, and life insurance.

You may be aware of the problems of unclaimed life insurance or family will among many other potential examples this system could come in handy. The website mentions the three ways this data can be sent out to people of your choosing and this includes death, date or even incapacitation.

Both MrOwl and LegacyArmour are redefining the way we look at data, search for it and either retrieve it or have other people retrieve it for us at our request (or after our passing). Data is something that gives meaning to our digital footprints and being able to access it in a variety of ways and even after our passing is something that may prove more popular over time.

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I was born in Poland, but grew up in California most of my life. During the past year I came back to Poland and now live in Warsaw. I am a multimedia journalist with exp... **Read More**

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