

## Is Your Data Really Gone? (...And Why Formatting Doesn't Work!)

Erasing the data on your hard disk drive is actually harder than it sounds.

A manual hard drive format doesn't in fact completely wipe your data. Even after formatting a drive multiple times, your data can still be recovered by someone who knows what they're doing.

If you have sensitive information that you need deleted, then the software that comes with your computer simply isn't enough to do the job.

### The Nature of Hard Drives

To understand why it's actually quite difficult to erase data, it helps to know a little bit about how the information on your hard drive is structured.

Data is organized into different sectors, and is written to the hard disk in binary format. Each "bit" – the smallest unit of data on the disk – can either be in a "1" or "0" state. What makes this data readable, however, is the directory structure – and you can think of this as an address book, listing the location and type of all the different data on the disk.

Here's the thing: ***formatting only deletes the directory structure.***

It leaves all of your sensitive data on the disk, which means that anyone who gets hold of your hard drive can easily utilize common undelete or unformat software to restore your data and have access to it.

Scary stuff, right?

So if formatting doesn't work, can you ever really get rid of your data once and for all?

### The Solution: Don't Just Delete, But *Wipe*

Luckily, the answer is yes. We've developed Activ@ Kill Disk, which is a premium software that removes all data from your disk drive, once and for all. Once Kill Disk is run, all data is destroyed permanently, and is completely unrecoverable.

This is known as "zero-ing" the hard drive, because it sets all bits to zero. There's no trace of your data left once Kill Disk is finished – and you can safely forget about what happens to your disk drive once Kill Disk has done its job.

Now, we'd be lying if we said Kill Disk was the only piece of software that does this. It's not. But we developed it for a reason – quite simply, we weren't happy with anything else on the market.

## **Securely Wipe your Drive In Seconds**

Wiping a hard drive should be simple, with no learning curve. We designed Kill Disk to be easy to use, saving you time and effort – there's no fiddling with different commands, and you can securely wipe your drive with just a few clicks.

Open source projects such as DBAN are certainly respectable disk wipers, and for technically-minded people who enjoy spending chunks of their time with complex software, they're a fine choice. However, we think most people just want to get their data destroyed quickly – and with a guarantee that the data has actually been removed.

So that's how we built Kill Disk.

## **Simple and Affordable Data Removal**

Unlike other complex wiping programs, we wanted Kill Disk to be affordable to home and small business users. Wiping should be a straightforward process, and that's why we offer a no-frills free version if you just want to get it done as quickly as possible.

The professional version offers all sorts of extra features, including support for the seventeen most recognized security standards, data verification, and customizable certificates of disk wipe/erasure.

Data deletion should be exactly that – swift, permanent removal of information, with no trace left behind. Activ@ Kill Disk makes sure of it.