

Recently, Windows 11 users are increasingly complaining about the obsessive advertising of the Microsoft OneDrive cloud service, regularly demonstrated in the Start menu. About the Windows Latest portal.

The “Start” menu periodically displays a banner that offers to create a backup copy of the data. In fact, this is marketing aimed at promoting the paid subscription Microsoft 365, we are talking more about this, and not about functionality. Of course, without a paid subscription in OneDrive, the creation of a backup copy is impossible.

Advertising notifications are equipped with a text message: “It is recommended to back up your PC.” When crossing the proposed link, the user will be redirected to the Microsoft 365 subscription page, the initial cost of which is \$ 5 per month. The free option OneDrive provides only 5 GB of cloud storage, which is not enough to create a full -fledged backup.

At the same time, disconnecting all related parameters in the system settings does not turn off advertising. Banners appear spontaneously and recover after rebooting the computer, if the synchronization of the PC with OneDrive is not activated.

However, there are no such warnings in the European version of Windows 11. This may indicate the differences in the policy of displaying advertising materials depending on the region.