

FAST FACTS:

VISUAL HACKING EXPERIMENT

Findings that illustrate the importance of visual privacy.

THE EXPERIMENT

A covert experiment¹ in which an undercover visual hacker was sent into participating corporate offices exposes how easy it is to capture sensitive company information through visual means.

THE FINDINGS

The visual hacker obtained sensitive information in 88% of the trials. He got his eyes on an average of five pieces of information per trial.

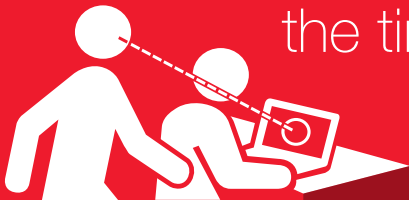
THE TAKEAWAYS

Visual hacking is real. It leads to security breaches big and small. And it can happen fast. In nearly half of the trials, the visual hacker obtained sensitive information in less than 15 minutes.

goal:
obtain
sensitive or
confidential
information
using only
visual
means



the visual hacker
obtained sensitive
information 88%
of
the time



nearly half
of visual hacking
attempts were
successful in

15
less
than
min.



THE SOLUTION

Help protect your organisation's sensitive data by equipping all your screens with 3M™ Privacy Filters which block side views from visual hackers while providing a clear view for the user.

Privacy is
the best policy.



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WHY IS PRIVACY NEEDED?

Privacy risk

- Open office floor plans
- Shared workspaces
- Open cubicles
- Platform desks
- Offices near windows
- High-traffic areas

PRIVACY SOLUTIONS

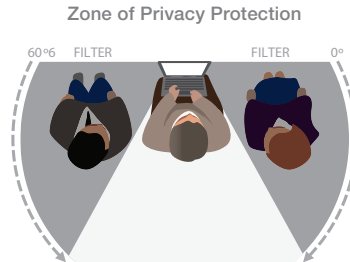
3M™ Privacy Filters are an affordable, easy-to-implement first line of defence for protecting your customers' data and your business' future.

- Users get 60° crisp, clear viewing from the front
- From the side, onlookers only see a darkened screen

AVAILABLE FOR LAPTOPS, MONITORS AND MOBILE DEVICES



3M™ Privacy Filters help provide up to 120° of privacy protection.



Blocking from side views, while those directly in front of the screen see crisp, clear data.

3M.co.uk/privacyfilters

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Ponemon Institute, "3M Visual Hacking Experiment," 2014,
sponsored by 3M and the Visual Privacy Advisory Council.

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