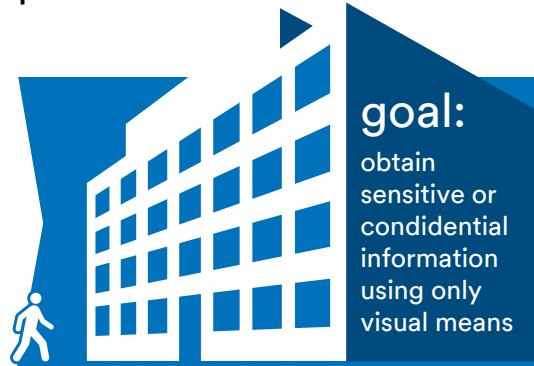


# Visual Hacking Exposed

Results of the 3M™ Visual Hacking Experiment

A covert experiment<sup>1</sup> 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.

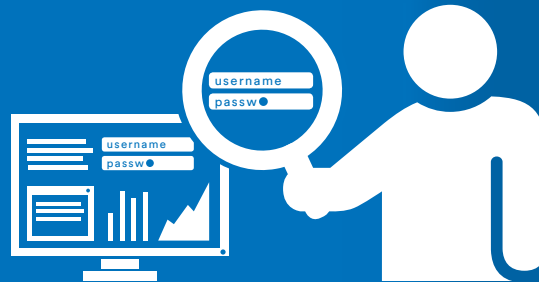


nearly half of visual hacking attempts were successful in less than **15 minutes**

shockingly, the visual hacker obtained sensitive information **88%** of the time



an average of **5 pieces** of private information were visually hacked per trial



even when the visual hacker was **stopped**, it was too late



**70%** of the time, the visual hacking went unnoticed or **unchallenged** by employees

an average of **2.8 pieces** of sensitive information were still obtained per interrupted incident



a lot of eyes move through the office, and **anyone** can be a visual hacker



Help protect your organization's sensitive information with 3M™ Privacy Filters.

Learn more at [3Mscreens.com/visualhacking](http://3Mscreens.com/visualhacking)

Privacy is the best policy.



<sup>1</sup> Ponemon Institute, "3M Visual Hacking Experiment," 2014, sponsored by 3M and the Visual Privacy Advisory Council.