

VISUAL HACKING EXPOSED

Results of the 3M™ Visual Hacking 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.



nearly half of visual hacking attempts were successful in

15
less than
min.

shockingly, the visual hacker obtained sensitive information

88
% of the time



an average of

5

pieces of private information



were visually hacked per trial



70

% of the time

the visual hacking went unnoticed or unchallenged by employees

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

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 organisation's sensitive information with 3M™ Privacy Filters.

Learn more at 3M.co.uk/visualhackingexperiment

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