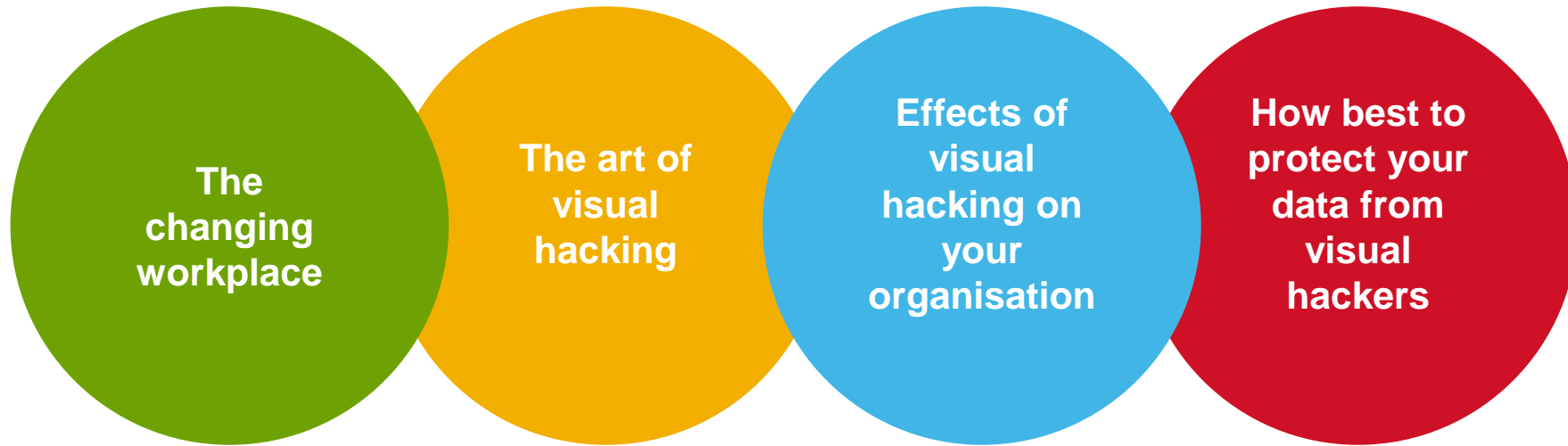


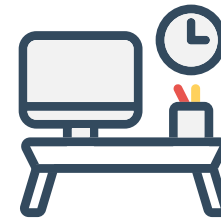
VISUAL HACKING, AN UNDERESTIMATED DANGER

Agata Osuch | October 2022

Today's Agenda



The new Workplace..





IN THE OFFICE (OPEN SPACE)

Nomadism, Desk Sharing, Bookable Desk



THIRD PARTY SPACES

Business Hub, Coworking



PUBLIC SPACES

Café, Library

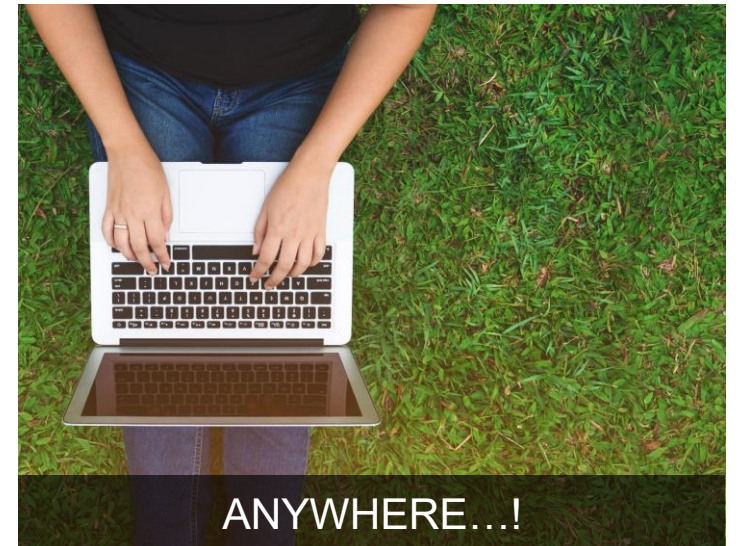


AT HOME



ON THE MOVE

Business Travelers, Commuter



ANYWHERE...!

Visual Hackers

**Who are they and
what do they do?**



Data Breach Reality: sometimes it does not need much!



Access and Login Credentials



Employee Information



Confidential Documents



Customer Information



Presentations



Potential Consequences

- Cyber Extortion
- Phishing
- Economic Espionage
- Social Engineering
- Identity Fraud/Theft
- Cyber Attack



Risk of a Data Breach*

\$ 4.35 Million

Ø-total cost of a data breach

Which industries are most vulnerable to data breaches?



Banking & Finance

Highly regulated, sensitive customer data



Education

Protect testing integrity



Healthcare

Highly regulated, confidential healthcare records



Government

Digital records and confidential information



Enterprise

Mobile and open work environments

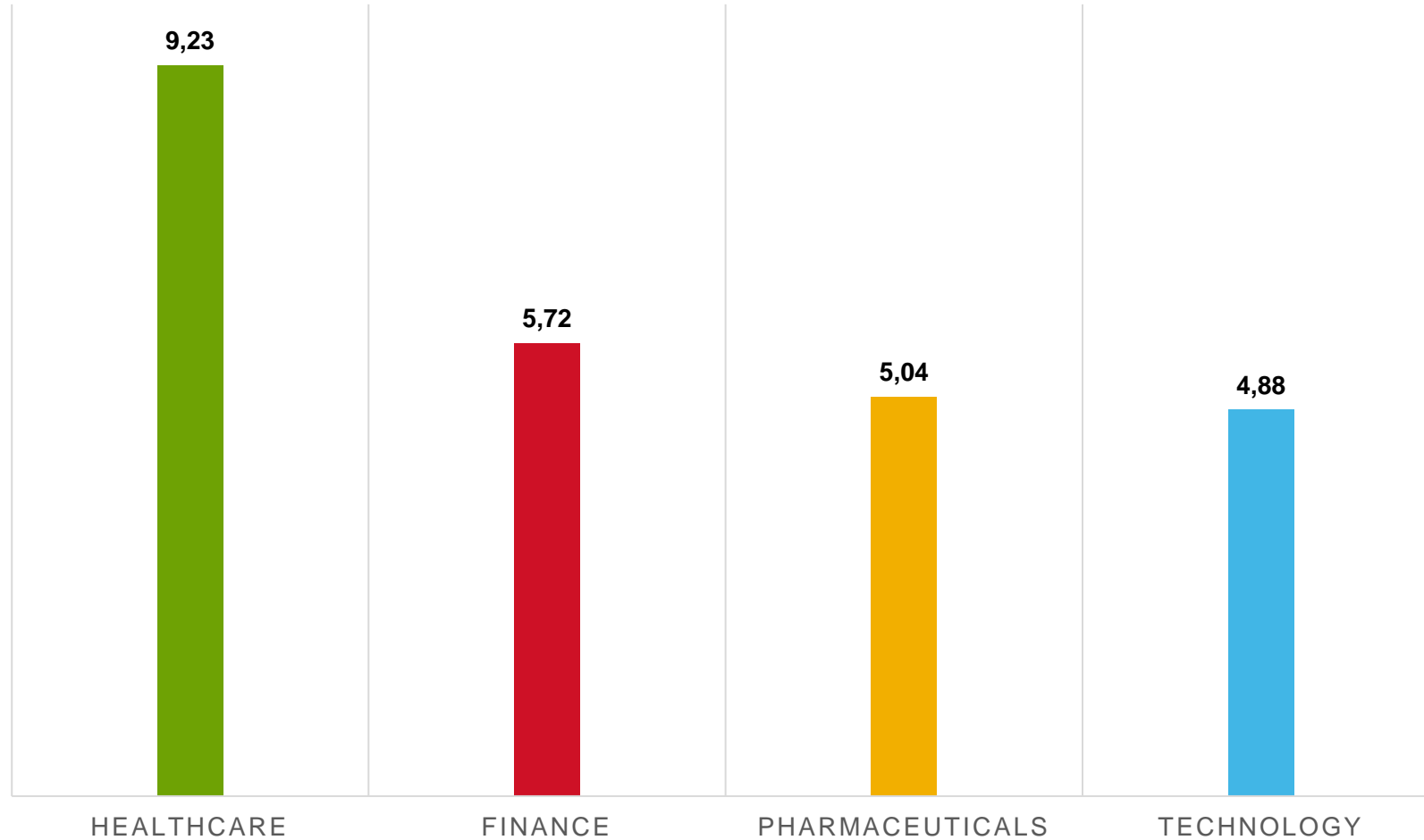


Technology

Patents and trade secrets



The most costly data breaches by industry in 2021 in millions of \$

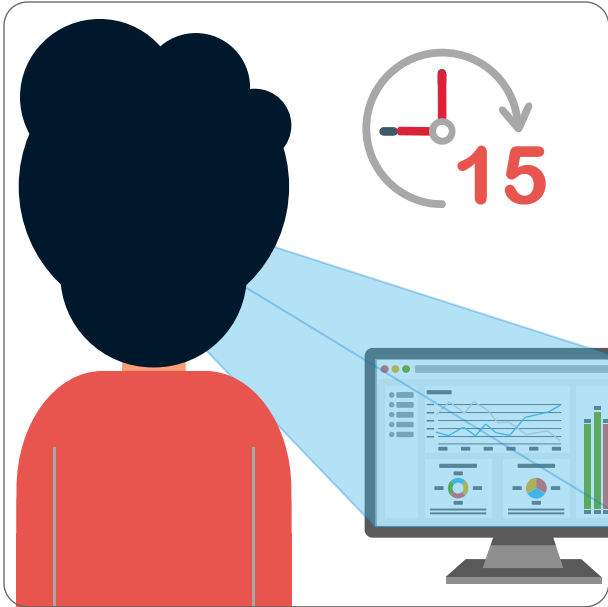


Source: IBM | 2021 Cost of a Data Breach Report | <https://www.ibm.com/security/data-breach>

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The Visual Hacking Experiment



<15 minutes to
complete a visual hack in
45% of attempts



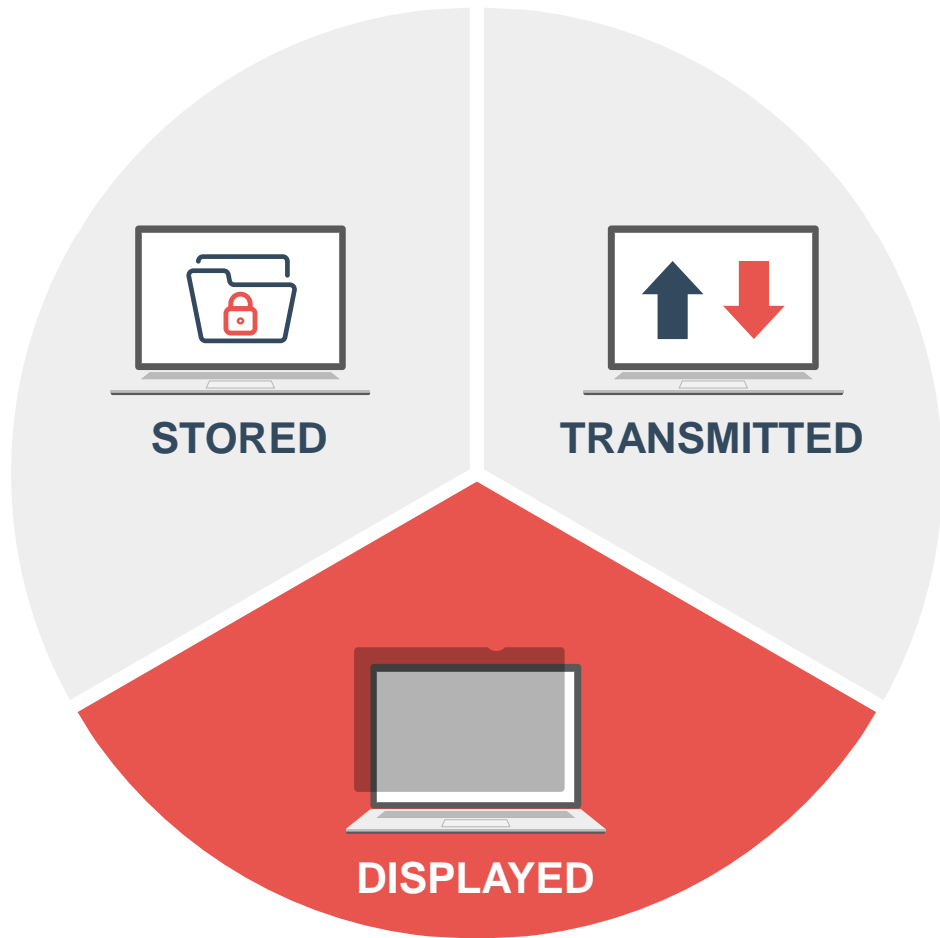
on average **5** pieces of
sensitive information per
attempt



in **70%** of the attempts
the hacker was not
stopped by employees

Source: Ponemon Institute

Why use a Privacy Filter?



An IT Security Plan should include:



Protection when data is stored (e.g., Anti-virus, access control, etc.).



Protection when data is transmitted (e.g. Firewall, VPN, data encryption).



Protection when data is displayed (3M Privacy Filter).

Why 3M?



"U.S. 3M Awareness, Attitude, and Usage Tracking Study," 2019 and 2014, Sponsored by 3M Company.
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Reliable - Leader in Visual Privacy

- More than half of IT managers* see 3M as the leader in visual privacy
- 3M promise of quality with own manufacturing and hand (manual) inspections



Effectiveness

- 9 out of 10 IT managers in the U.S.* trust the effectiveness of 3M — more than any other competitor



Cost-saving

- Reduced handling costs because 3M filters are easy to apply, clean and replace
- Permanent attachment system for laptops prevents loss or damage



Ease of Use - Comfortable

- Privacy filters bring flexibility to decide where and when to work (which boosts productivity)
- 3M COMPLY Attach Solutions make it easy to share when you want and protect when needed
- Filters adapted to different needs (smooth touch performance, anti-glare, gold)



Is your IT data security plan complete?

Visit us at booth 7-137