



YOUR WORKFORCE IS A TARGET FOR VISUAL HACKERS

Low-tech threats require organizations to be on high alert. Discover how to protect your devices from prying eyes with HP Sure View.



WHAT IS VISUAL HACKING?

It happens when 'shoulder surfers' spy what's on a person's computer screen or desk to obtain classified information for unauthorized use. And it's on the rise. More than two thirds of business travellers are more concerned about visual hacking this year, compared to 2018.¹

It can happen to anyone, anywhere, anytime. When it does, the implications are instant and irreversible. It only takes one person spotting one piece of information to leave a company exposed to the results of a data breach.

As businesses strengthen their defense against advanced cyberattacks, many forget to stay vigilant about low-tech threats – like visual hacking.

The outlook

A 2019 global study, conducted by SMS Research for 3M,¹ found that, although business travelers know visual hacking poses a real and growing threat, they don't feel equipped to safeguard against it.

- Almost one in three data breaches are believed to have occurred because of visual hacking
- Over 75% admit to displaying company information on their screen on airplanes or trains
- Two out of three have noticed someone looking at their screen
- Over 30% say they have not been educated in how to prevent visual hacking

These are troubling statistics. As more stories of high-profile data breaches hit the news and the average cost of a data breach reaches \$3.9 million,² organizations are under increasing scrutiny to have sufficient security measures in place to stay protected against hackers.

The consequences of unprotected screens or desks can be as damaging as network breaches – think anything from stolen user log in details to confidential customer information. If this data fell into the wrong hands, it could rock the trust and confidence of your customers, which would be detrimental to the future of your business.

The mobile workforce

Ensuring your employees are safeguarding their sensitive business data should be a business priority, especially with the rise of mobile working. Whether they're working on a train, in a shared office space or in a coffee shop, today's workforce is not afraid to make the most of mobile technology and take their work outside office walls. In fact, over half of employees around the world work outside the offices for at least 2.5 days a week,³ with coffee shops and cafes the second most popular place to work.⁴

However, by taking advantage of the decentralized workplace, they have fewer barriers to hide their digital information. Instead, they increase their screen exposure to passers-by and become potential targets to visual hacking; altogether, putting your business security at risk.



Stay protected against visual hacking

Businesses can no longer afford to ignore this growing low-tech threat; they must take action and double-up on their cybersecurity measures. This means better software, best practice security training and devices with built-in security features, such as HP Sure View, which is available on the HP EliteBook 800 Series, with optional 8th Generation Intel® Core™ Processors – the world's most secure and manageable PCs.⁵

Keep visual hackers in the dark

Instantly block prying eyes with HP Sure View Gen 3⁶ – a built-in PC privacy screen that is just one in a series of security solutions from HP. It reduces up to 95% of visible light at the press of a button when the screen is viewed from the side, making it appear dark and unreadable. What's on the screen can only be seen by users who are looking straight on, so, no matter where you're working, you can be confident that your information is protected.

“The addition of HP Sure View to our PC security solutions gives customers the freedom to work more confidently and productively in public space with the touch of a button.”

- Alex Cho, President, Personal System at HP Inc.

The risks are real. Defend your data, devices and identity.

HP offers the world's most secure and manageable PCs, solutions, and services to keep your business running efficiently and staying protected against low-tech breaches, as well as evolving cybersecurity threats.

To find out more about how you can protect your organization and devices, explore the benefits of [HP security solutions](#).



Sources

- 1 3M, June 2019, Global visual hacking study reveals alarming data privacy risks for business travelers. <https://news.3m.com/press-release/global-visual-hacking-study-reveals-alarming-data-privacy-risks-business-travelers>
- 2 IBM, 2019, How much would a data breach cost your business? <https://www.ibm.com/security/data-breach>
- 3 IWG, March 2019, The IWG global workplace survey. <http://assets.regus.com/pdfs/iwg-workplace-survey/iwg-workplace-survey-2019.pdf>
- 4 Buffer, 2019, State of remote work. <https://buffer.com/state-of-remote-work-2019>
- 5 Based on HP's unique and comprehensive security capabilities at no additional cost and HP Manageability Integration Kit's management of every aspect of a PC including hardware, BIOS and software management using Microsoft System Center Configuration Manager among vendors with >1M unit annual sales as of November 2016 on HP Elite PCs with 7th Gen Intel® Core® Processors, Intel® integrated graphics, and Intel® WLAN.
- 6 HP Sure View Gen3 integrated privacy screen is an optional feature that must be configured at purchase and is designed to function in landscape orientation.