

So Much for Privacy: Mobile Passcodes Don't Prevent Embarrassment

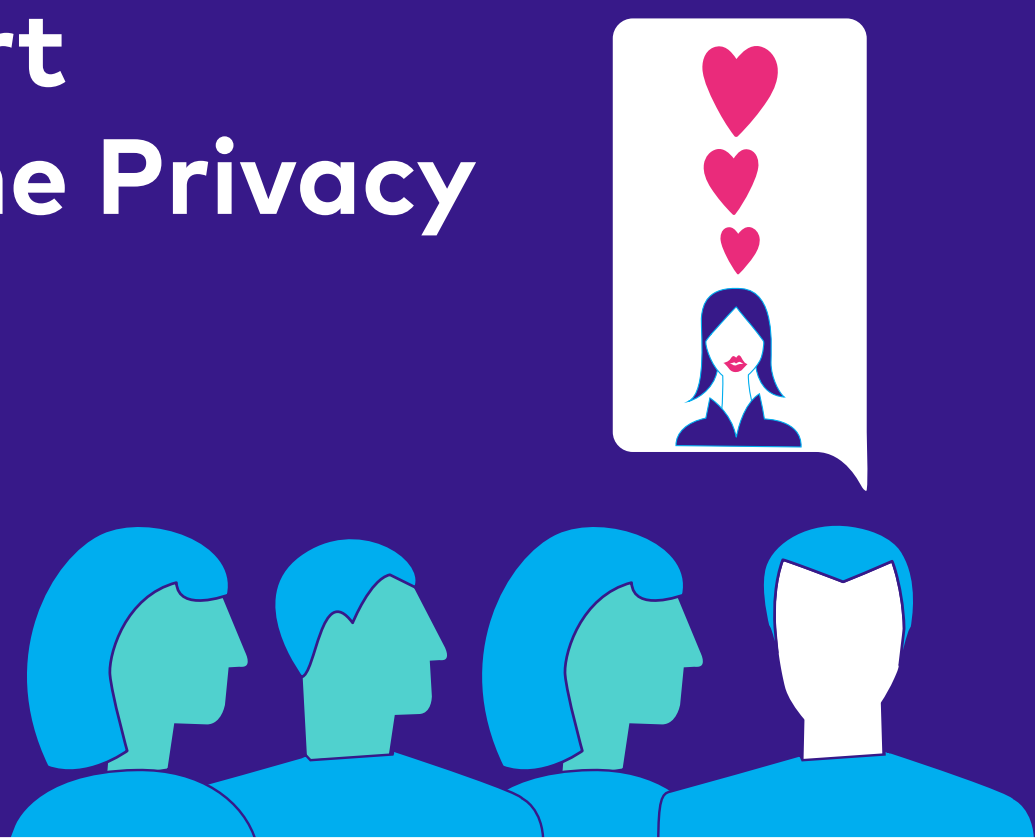
People think that locking their phone with a passcode is enough to keep personal content and information private. But what happens when that's not enough? Considering so many people multitask on their phone every day — whether that means working, shopping or banking — their devices are capturing loads of personal content and private information. This begs the question... **are our phones making us vulnerable?**

We surveyed 1,000 people and asked whether their trusty mobile passcode has truly kept the content of their phones private. (Hint: it hasn't)

Who's Being Smart About Smartphone Privacy

Embarrassing Pop-Ups

1 in 4 people say someone has seen something embarrassing on their phone that popped up on their screen while that person was holding it



The Wrong Time for a Text

Texts Revealed

1 in 3 people have had a text pop-up on their phone that others could see



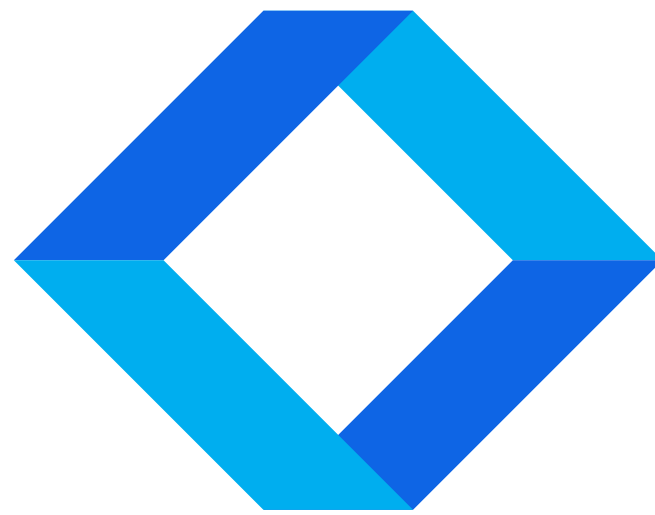
Where Else Are Messages Popping Up?

Risks of Synced Devices

1 in 5 people are worried about or unaware if a message they've received has also popped up on a synced device where someone could see it



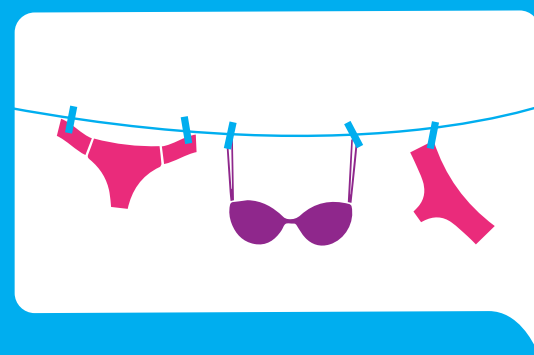
Millennials on Mobile:



Digital Natives Not Playing it Smart

Embarrassing Content

1 in 3 millennials say that someone has seen something embarrassing on their phone
Compared to **1 in 10** people ages 45-60



46% of millennials have had a text pop-up on their phone that others could see
Compared to **18%** of those ages 45-60

Millennials Have Fewer Boundaries With Phones

keepsafe

Wandering Eyes

1 in 4 millennials have handed their phone to someone unlocked who began looking at something else without permission

Here You Go

1 in 4 millennials have handed their phone to someone unlocked who then gave it to someone else still unlocked

