



The experts in
screen privacy.

A NEW REASON TO PUSH 3M™ PRIVACY FILTERS

Arm yourself with the knowledge you need to sell 3M™ Privacy Filters,
now with the enhanced new 3M™ COMPLY™ Attachment System

What is visual hacking?

It doesn't take an IT expert to gain access to an individual's confidential data. All it takes is a pair of eyes, if their screen is visible to others, so is their data.

Setting the scene

With the growth of cloud computing and the introduction of GDPR, data security is now a hot topic:

Today we use more devices, work in open plan offices and do more work in public places than ever before

Longer battery lives make it even easier to work out and about

As a result, opportunities for visual hackers are rapidly increasing too

A clever visual hacker may only need one piece of information to unlock a large-scale data breach



What is GDPR?

General Data Protection Regulation (GDPR) took effect in May 2018 and aims to protect our personal data from misuse



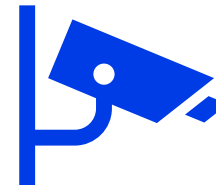
Organisations can now
be fined up to **4%** of annual global turnover or
€20 million
for GDPR non-compliance




Companies like
British Airways and Google
have already been fined
for breaching
GDPR rules



By 2020, it's
predicted
that **100%**
of large enterprises will be asked to report
to their board of directors on cybersecurity



To comply with GDPR rules,
companies now need to prove
they are doing everything
they can to protect sensitive data



**There are a number of key industries
likely to require increased security measures
to prevent visual hacking...**

Relevant industries

BANKING AND FINANCE

Highly regulated industry with sensitive customer data

LEGAL

Highly regulated with sensitive client data

HEALTHCARE

Highly regulated industry with confidential patient information

PUBLIC SECTOR

Increased access to digital records and confidential information

ENTERPRISE

Increasingly mobile and open work environments
Increased data security guidelines and regulations to protect customer data

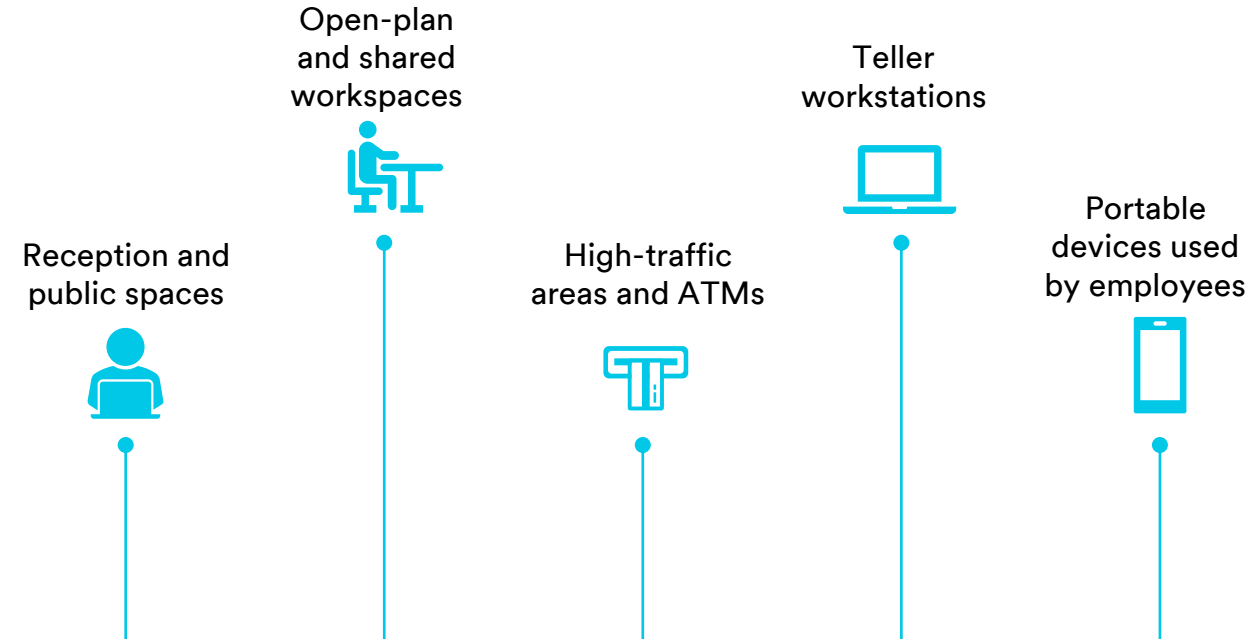
IT/TECH SECTOR

Increasingly mobile and open work environments with the need to share on-screen demos and live work

Data issues in banking and finance today

- Increased digitisation of financial data
- Growing mobility of the workforce
- Broadening use of mobile devices in public areas
- Rising threat of identity theft and fraud
- Media obsession with security breaches
- Stringent new legislation and regulations

Key risk areas

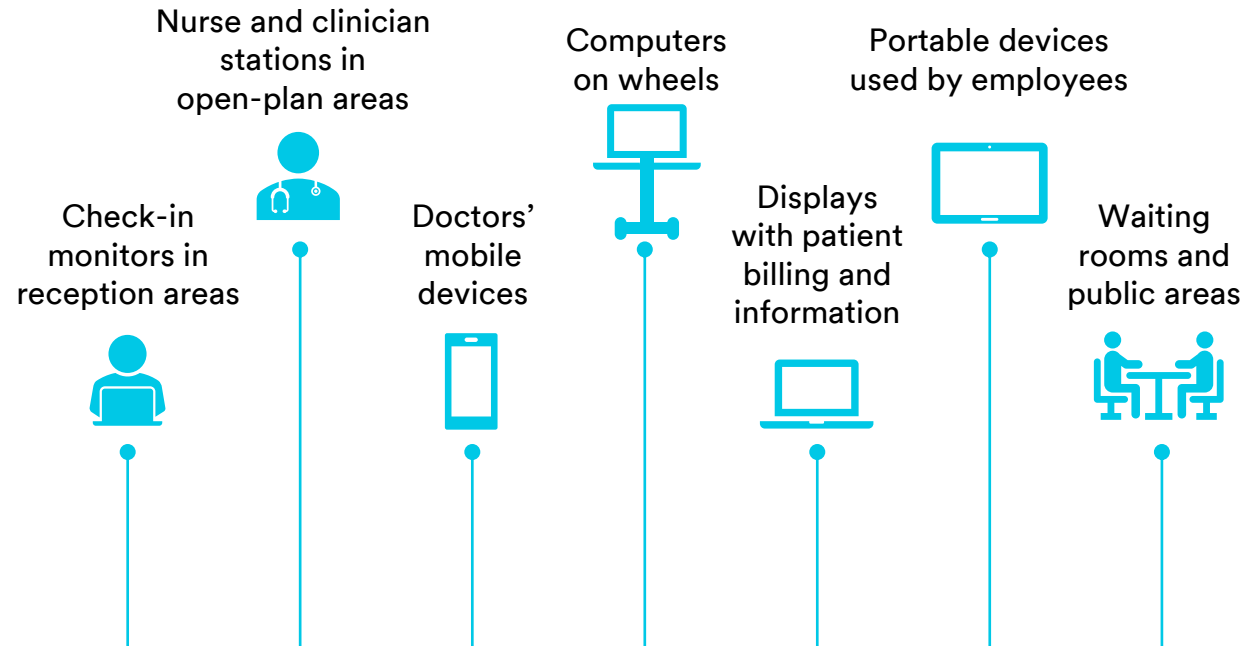


Banks, brokerage firms, credit card providers, mortgage companies and financial services companies

Data issues in healthcare today

- Increased digitisation of healthcare data
- Growing mobility of the workforce
- Broadening use of mobile devices in public areas
- Rising threat of identity theft and fraud
- Media obsession with security breaches
- Stringent new legislation and regulations
- Consumer concern over treatment of personal data

Key risk areas

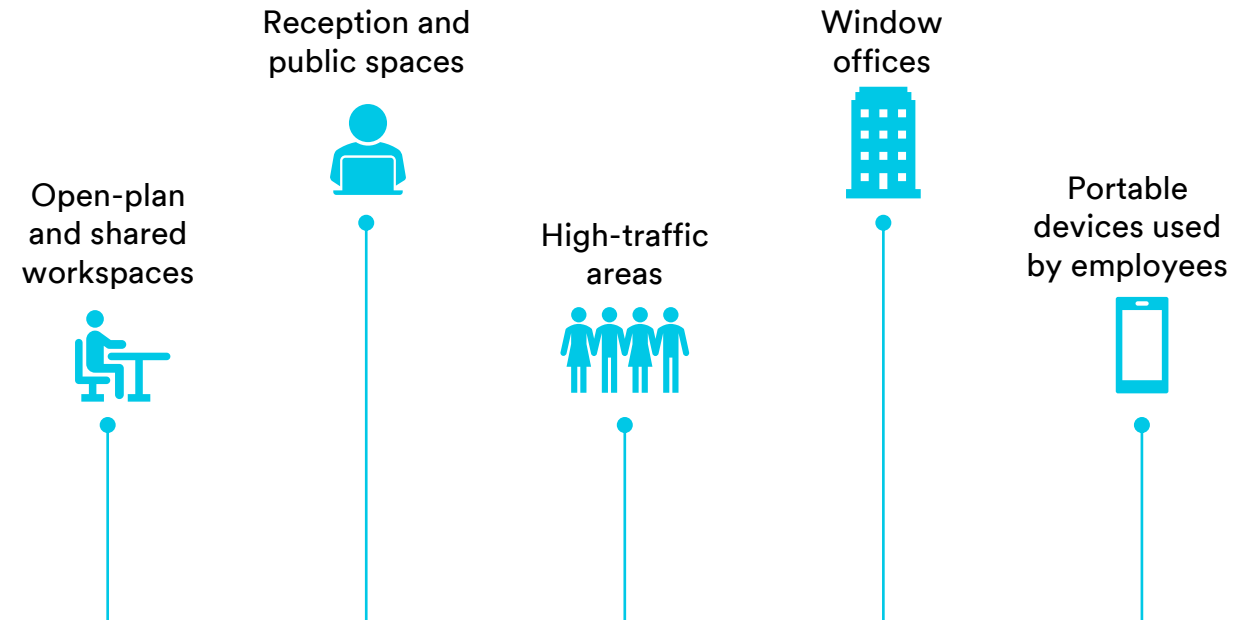


Doctor surgeries, hospitals, health insurance companies and business associates

Data issues in the Enterprise sector today

- Increased digitisation of business data
- Growing mobility of the workforce
- Broadening use of mobile devices in public areas
- Rising threat of identity theft and fraud
- Media obsession with security breaches
- Stringent new legislation and regulations
- Consumer concern over treatment of personal data

Key risk areas

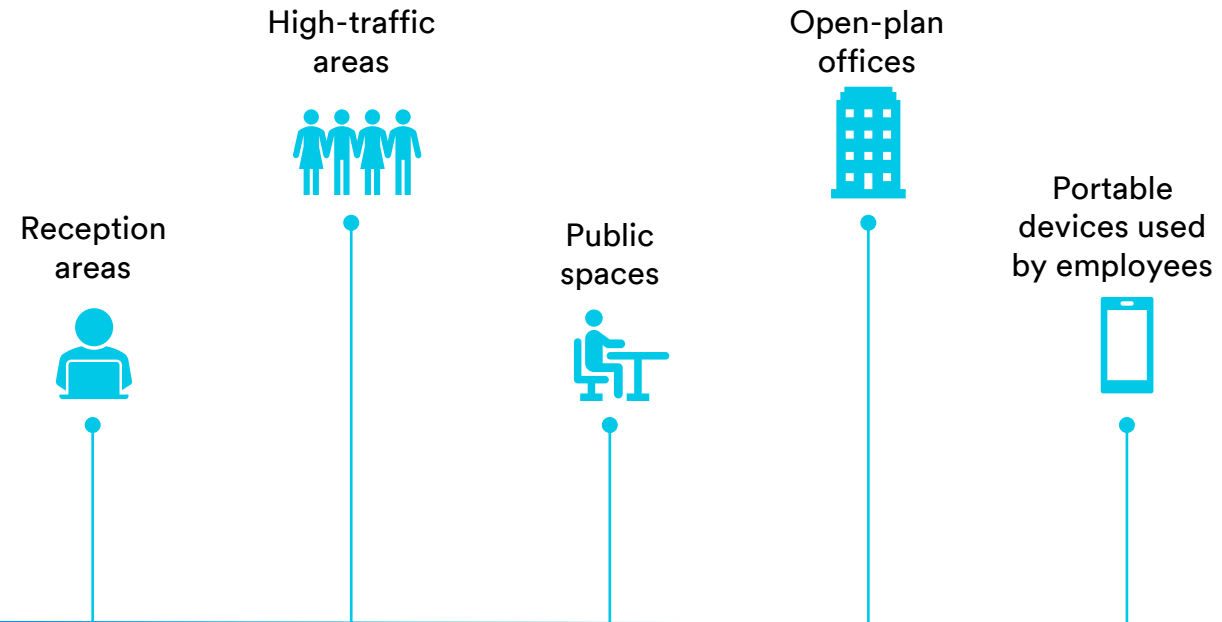


Corporations, mid-size businesses, service industries

Data issues in the public sector today

- Increased digitisation of personal and governmental data
- Growing mobility of the workforce
- Broadening use of mobile devices in public areas
- Rising threat of identity theft and fraud
- Media obsession with security breaches
- Stringent new legislation and regulations
- Consumer concern over treatment of personal data

Key risk areas

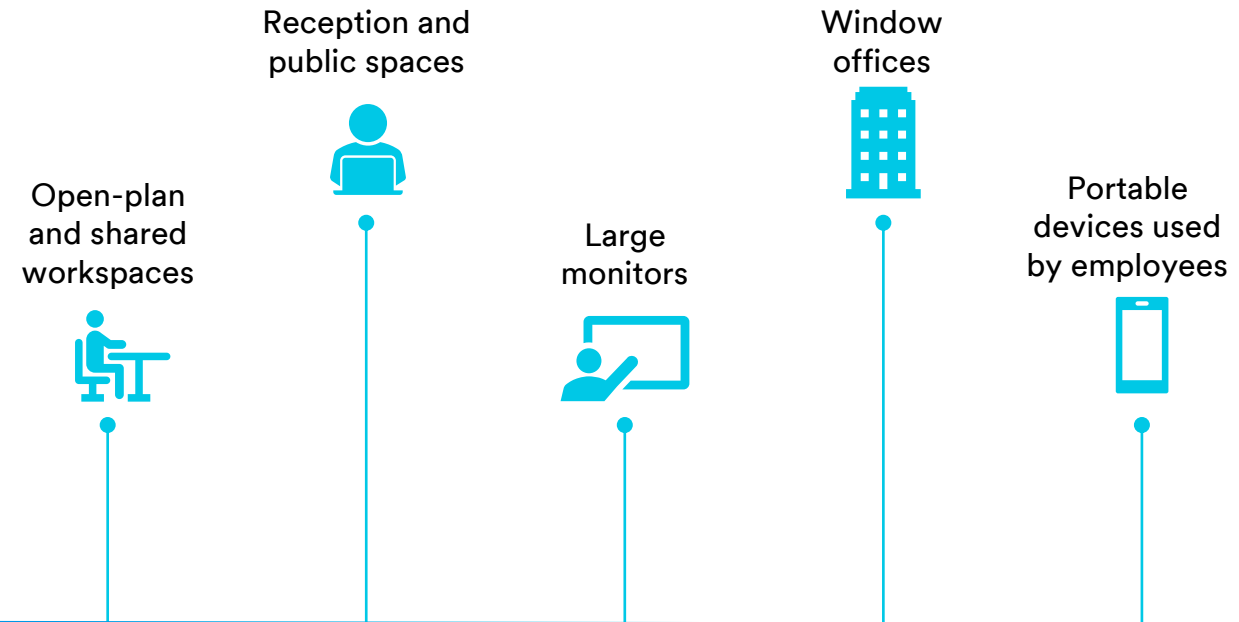


Government buildings, local government buildings and contractor offices

Data issues in the tech sector today

- Increased digitisation of personal and corporate data
- Growing mobility of the workforce
- Broadening use of mobile devices in public areas
- Rising threat of identity theft and fraud
- Media obsession with security breaches
- Stringent new legislation and regulations

Key risk areas

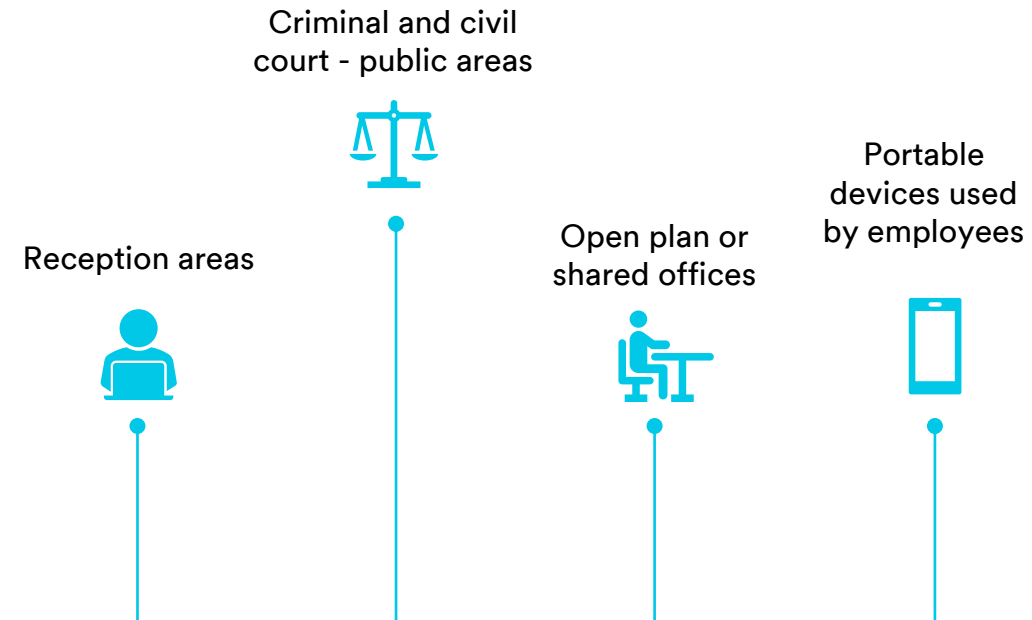


Corporations, mid-size businesses, internet industries

Data issues in the legal sector today

- Highly regulated with sensitive client data
- Protection of client personal data
- Law firms are often targeted by hackers due to the nature of the information they hold which can often be monetised
- Failure to ensure proper safeguarding is likely to throw up claims of professional negligence

Key risk areas



Legal Partnerships, Criminal & Civil Courts, Legal Advice Bureau, Law Societies

Risk areas

High risk departments where visual hacking can occur

HR department



Human resources has access to an extremely important asset, employee personal information

R&D department



A company's research and development department works on highly sensitive projects that will help the company stay ahead of the competition

Financial department



Some of the most sensitive personal and financial information is routinely accessed and displayed in these environments

Legal department



The importance for client confidentiality and privacy in the courts and on the go, need to reduce the risk of violating attorney/client privilege

Target customer – IT Manager

IT managers evaluate and purchase the best solution to prevent visual hacking



Each IT Manager has a unique mix of influencers – who is influencing your customer?

Why use a privacy filter?

A privacy filter on your device hides the screen from prying eyes:

70% of decision makers believe visual hacking is a significant risk for their organisation

3M Privacy Filters are a simple first line of defence from costly data and GDPR breaches

“3M Awareness, Attitude, and Usage Tracking Study,” November 2017, Sponsored by 3M Company.



Fast fact ...

87%

of mobile workers surveyed
said they have caught
someone looking over their
shoulder at their laptop
in a public space

*Ponemon Institute, "Public Spaces Interview Study," 2017, sponsored by 3M.

why 1000's of companies issue 3M PF to their workers

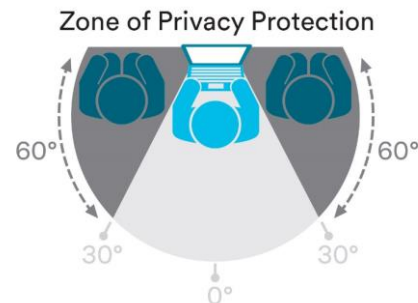
The 3M™ Privacy Filter range fits most devices, brands and screen sizes:

Maintains clear vision for user

Wide 60 degrees of protection from side for best-in-class security

3M™ Gold and High Clarity filters provide 20% more clarity than standard black privacy filters

3M™ is the most trusted brand for privacy filter quality*



The experts in screen privacy.





Choosing the right privacy filter is only half the story

The way a privacy filter attaches to the laptop
is fundamental to overall customer satisfaction

An inferior attachment will lead
to a poorer overall customer experience



Attachment System: Solving user pain points

User Pain Points

Attachments wear out over time & need to be replaced

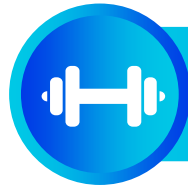
Attachments not strong enough to hold the privacy filter securely over time

Temporary removal of privacy filter is awkward with nowhere to put it

Privacy filters may easily be left behind when sharing screen with colleagues



Durability



Holding power



Ease of use



Risk of loss

Solution

Proprietary hinge design for long lasting performance

Incredibly durable hinges hold the privacy filters and withstand the rigors of on-the-go travellers

Share screen in seconds with a simple “Flip Share”

No need to remove privacy filter as it stays securely adhered to the top of the device

Creating the ideal attachment system is an IT Manager's dream come true
helping ensure compliance with a drastically improved user experience



Introducing the 3M™ COMPLY™ attachment system

3M™ COMPLY™ Attachment System is the new simple and effective way of attaching a privacy filter to your laptop:



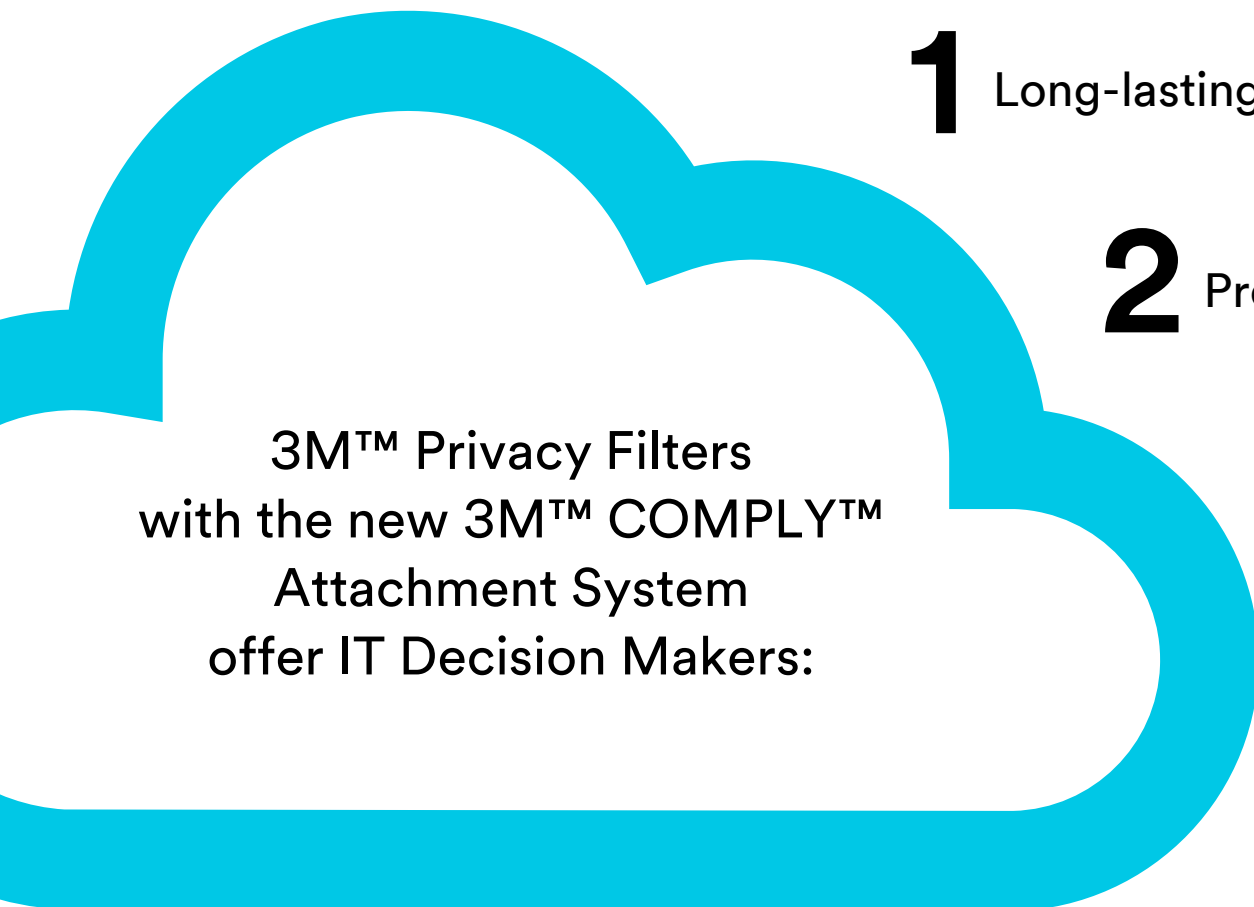
Easy to flip between privacy and screen-share modes

Durable performance

Flip-over technology eliminates the risk of losing your privacy filter when not in use

Suitable for most laptops

Easy decision for IT decision makers



3M™ Privacy Filters
with the new 3M™ COMPLY™
Attachment System
offer IT Decision Makers:

1 Long-lasting solution to visual hacking

2 Product that is simple to install and easy to use

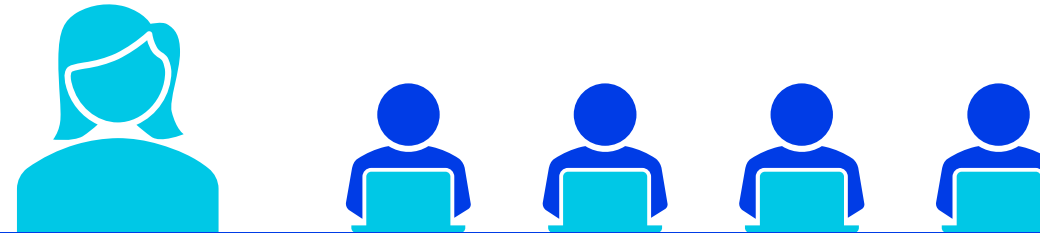
3 Solution that will ensure users are satisfied and complying with the company IT security policy

4 Cost-effective solution to help prevent the loss or damage of filters

Your key target

**IT Hardware Managers of 100+ people companies
who manage a fleet of laptop users and will appreciate:**

Easy installation
Compliance with IT security policy
Reduced complaints from users
Reduced cost of replacement filters due to loss or damage



For the Buyer!

They will save money as they will no longer need to buy additional filters when the users lose or damage their filters!

For the IT Manager/IT deployment teams!

Quick and easy to install and will no longer receive complaints from users that their filters aren't sticking to their screen and are falling off
And will no longer receive requests for replacement attachment strips

For the IT Security Officer!

They can be confident that all users will now comply fully with their IT security policy and always have their filter attached and protecting their data
No longer leaving filters behind in hotel room, meeting room or at home/in the office when travelling

For the User!

Quick and Easy to apply and use, always there and easy to flip and share

Hot button topics for Choosers and Users



Chooser

(IT decision maker)

Values: durability, easy install, minimal complaints

How do you ensure compliance
on privacy filter usage?

How do you ensure a rollout that will result
in high employee satisfaction?

How do you ensure minimal post-rollout
support requirement

How do you reduce the risk
of lost privacy filters?



User

(Enterprise mobile employee)

Values: durability, ease of use to apply/remove, aesthetics

How do you quickly share your screen
and easily reapply?

How do you ensure your privacy filter
does not fall off your screen

How do you virtually eliminate the need
to store your privacy filter when not in use?

How do you help reduce the risk
of losing your privacy filter?

How the 3M™ COMPLY™ attachment system works

The hinge

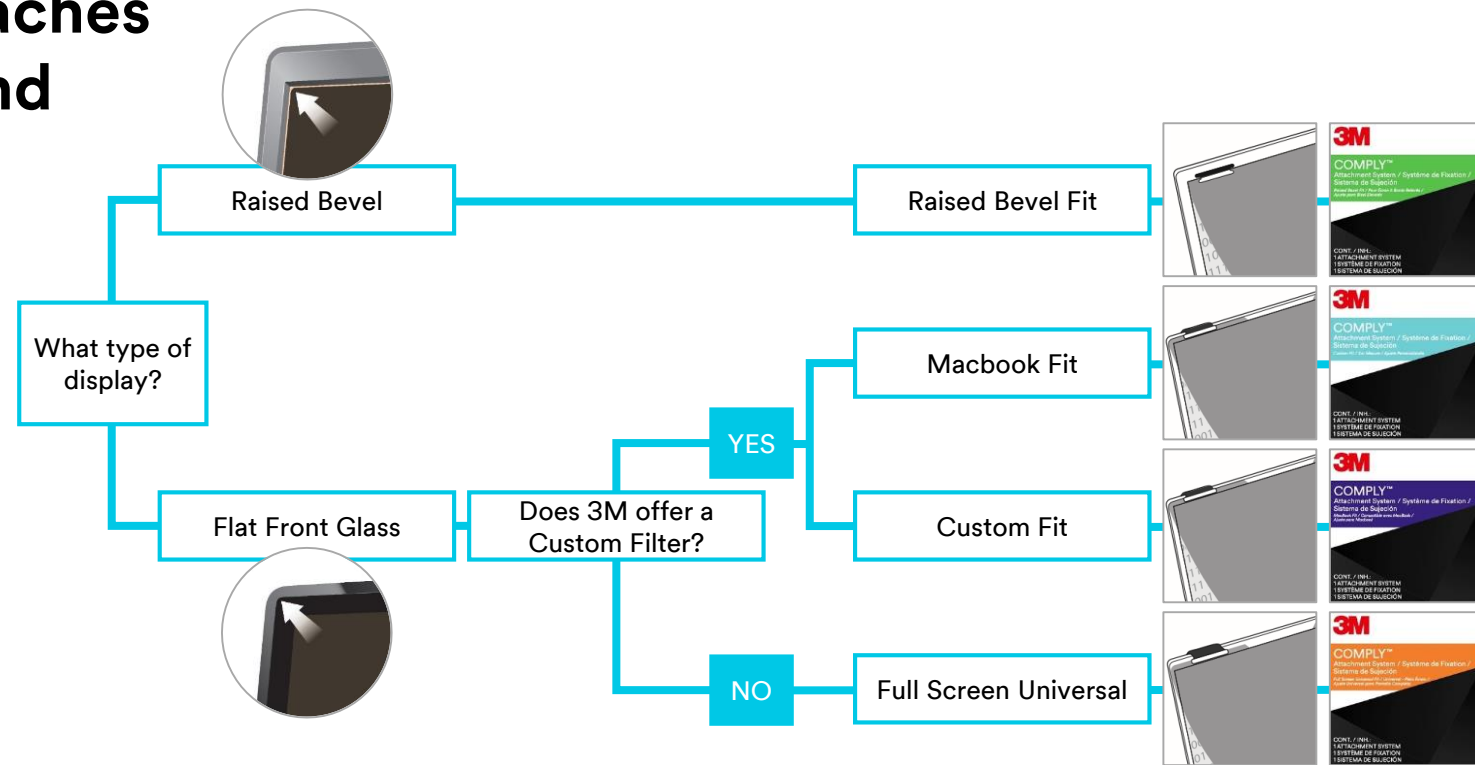
Virtually invisible hinge that attaches to the top of the privacy filter and the top of the laptop

Hinge is designed to stay on the device at all times

Flip in an instant to share screen

Flip 'up' on bezel designs

Flip 'over' on edge-to-edge designs



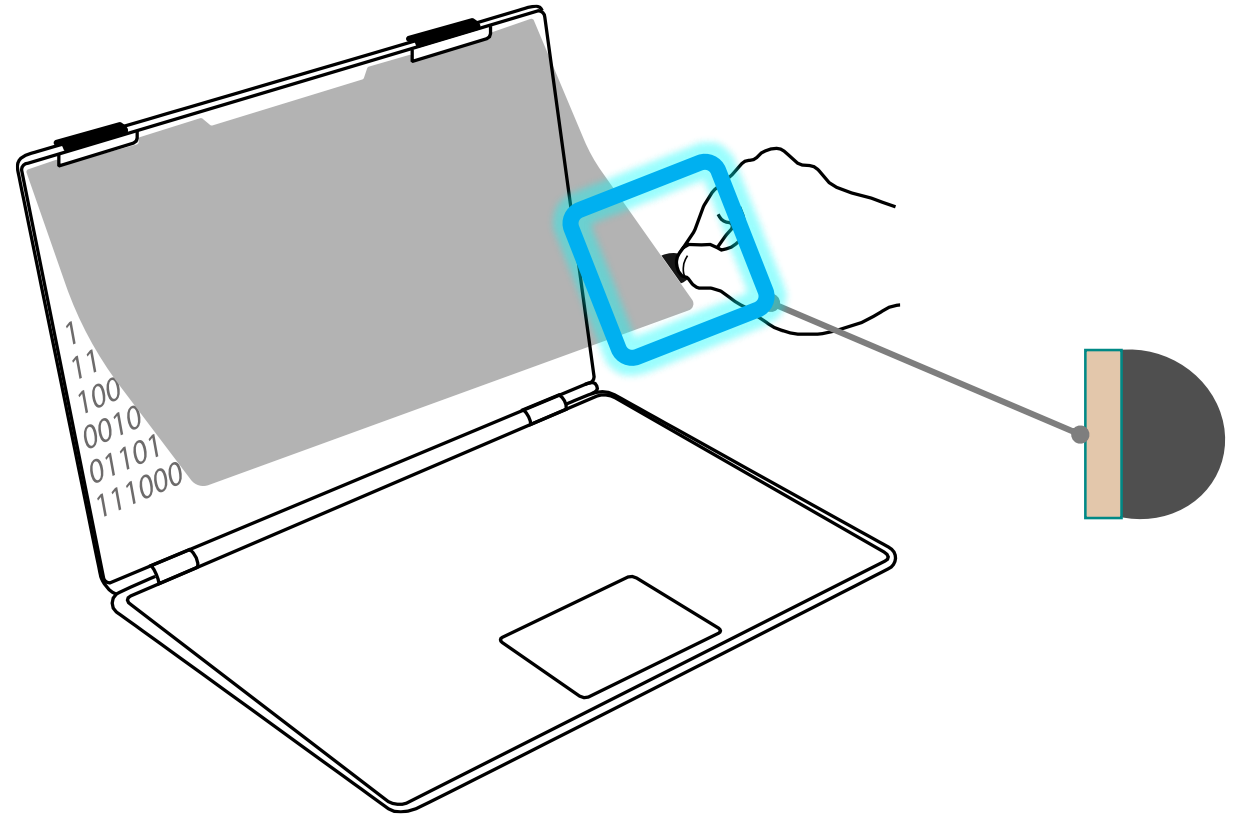
How the 3M™ COMPLY™ attachment system works

The flip tab






Durable side tab that can be stuck to the left or right side of the privacy filter

Share your screen in an instant with one simple flip

Allows user to flip the filter without leaving fingerprints



Quick strengths and weaknesses guide:

		Durability	Strength	Aesthetics	Easy to share	Risk of loss
3M™ COMPLY™ Attachment System		Best	Best	Best	Best	Best
Slide mounts		Best	Best	Poor	Good	Poor
Adhesive strips		Poor	Poor	Good	Good	Poor
Under-bezel tabs		Poor	Poor	Good	Good	Poor
Border adhesive		Poor	Poor	Best	Good	Poor
Magnetic		Best	Best	Good	Good	Poor

 Best
  Good
  Poor

How 3M™ COMPLY™ attachment system addresses typical pain points



“My privacy filter attachments were too weak and soon wore out”



3M™ COMPLY™ Attachment System:
**Durable hinge design
for long-lasting performance**

How 3M™ COMPLY™ attachment system addresses typical pain points



“Temporary removal of my privacy filter is awkward with no neat storage options”



3M™ COMPLY™ Attachment System:
**Screen share with one quick flip
and no storage requirement**

How 3M™ COMPLY™ attachment system addresses typical pain points



“I lost my privacy filter, leaving it behind in a meeting room after I’d removed it to share my screen with others”



3M™ COMPLY™ Attachment System:
Privacy filter stays fixed to your laptop even in screen-share mode

What choosers say:

“There would be
no excuses for people
not to use this”

“We get a lot
of complaints about
privacy filters

They fall off
and then someone from
my team needs
to go re-stick them on”

“I like that it doesn’t have
a magnet or anything
that has to be stuck
on or off”



What users say:

“I have been using the tab on the side to flip the screen. This seems to have minimised fingerprints on the screen”

“Great design...Being able to fold over the computer because then I can use my computer for multiple purposes without having to take off and re-apply”

“I like that it just flips over to the other side of the screen when I need it to, and I don't have to find a place to put it”



FAQs



Q Does the 3M™ COMPLY™ Attachment System work with all laptop designs?

A Most, but not all. If a laptop has buttons on the lid or an irregular lid design, then 3M™ COMPLY™ Attachment System is not recommended

FAQs



Q Can I purchase a 3M™ COMPLY™ Attachment System for the 3M Privacy Filter I already have?

A Absolutely. With four different fits to choose from, you can order the right 3M™ COMPLY™ Attachment System without buying a privacy filter

Summary of 5 key benefits

Flip share

Switch from world-class privacy to screen sharing with one quick flip

Hinge design

Durable design for long-lasting performance

Adhesive strength

3M high-strength adhesive holds the privacy filter in place

Flexible range

Suitable for most brands of laptop

Eliminates risk of loss

Privacy Filter is always attached, even in screen share mode

1

2

3

4

5

Here's something worth sharing.



Quickly and easily switch from world-class privacy to screen sharing with one simple flip

- **Proprietary hinge design**
Withstands the rigors of daily use.
- **Quick-flip tab**
Makes it easy to flip the privacy filter without leaving fingerprints.
- **Proprietary 3M high-strength adhesive**
Holds the privacy filter to your laptop, but comes off cleanly on most laptops when needed.
- **No need to remove or store**
Helps avoid misplacement, loss and scratches by keeping the privacy filter attached to your laptop.

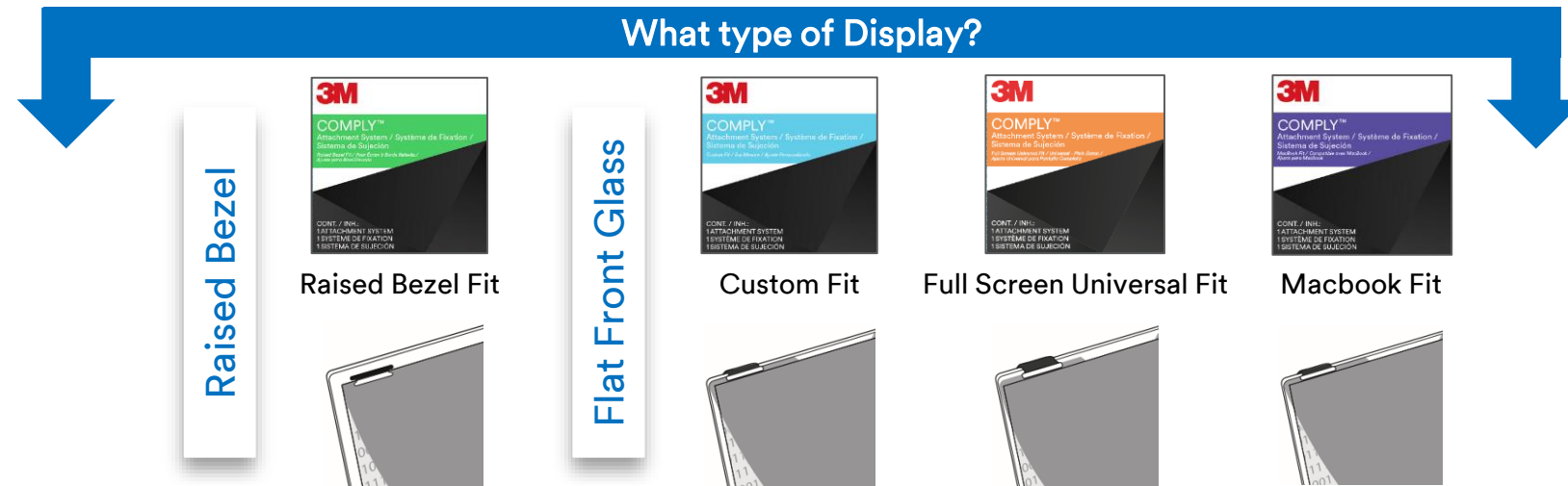
Introducing 3M™ COMPLY™ Attachment System



Now you see it...



Now you don't



Thank you

Legal Disclaimer

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