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

Embarassing Pop-Ups
1 in 4 people say someone has seen something embarrassing on their phone that popped up on their screen while the 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

Embarassing Content
1 in 3 millennials say someone has seen something embarrassing on their phone.

Compared to 1 in 10 people ages 45-60

Embarassing Content

Wandering Eyes
1 in 4 millennials have handed their phone to someone unlocked who began browsing 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.

For more information, check out the newest report from Keepsafe here.