SOPHOS

TOP 5

EPIC PRIVACY FAILS

The list of culprits in our eroding privacy is long. But some invasions of privacy stand out above the rest. Here are our Top Five fails, ranked by readers of our Naked Security poll.[1]

1 Target 37%

Target ignored multiple warnings from its own security specialists that point-of-sale malware was on the network, leading to the theft of **40 million** payment card numbers and another **70 million** customer records such as names and postal addresses.

2 Adobe 32%

The largest data breach in history: **150 million** lost customer records. Plus Adobe committed a series of blunders in storing user passwords, including encrypting passwords rather than hashing them, giving hackers an easier time cracking them.

3 Snapchat 13%

Snapchat promoted a Big Lie – that your selfies will "disappear forever." Too bad "snaps" stayed on users' phones and Snapchat's servers for an undefined period of time. The company also ignored a security bug that led to **4.5 million** usernames and phone numbers being exposed.

4 The Google Glasshole 9%

A Glass user pays **$1,500** for the privilege of being a "Glass Explorer." She records bystanders at a bar who asked not to be recorded, then shares the recording with a TV network, proving that the stereotype of "Glassholes" is true in some cases.

5 Talking Angela 5%

Facebook users are duped by a hoax about a privacy invasion that was never true – that the Talking Angela app spies on your children. A Sophos Naked Security article on the hoax received **1.2 million** clicks in February 2014 – demonstrating just how far this hoax traveled in a very short time.

MORE BIG-TIME FAILS

800 million number of records lost globally in 2013

689,003 number of Facebook users whose newsfeeds were manipulated as part of a social experiment in 2012 by researchers at the company

$236 million cost to Target to recover from its December 2013 data breach, not including lost sales and declining share prices[2]

77% proportion of people surveyed in the UK that said they aren't concerned about security when using public Wi-Fi

naked security

Get privacy tips from the experts at Sophos by visiting **nakedsecurity.sophos.com**

1. Naked Security poll, August 14-25 2014, sample of 1,075 respondents,
   http://nakedsecurity.sophos.com/2014/08/14/the-top-5-privacy-failures-whats-the-most-epic-fail-of-all-poll/
2. http://www.internetretailer.com/2014/08/05/how-much-has-targets-data-breach-cost-retailer