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## *Focus on* **PERSONAL SAFETY**

If anyone knows about personal protection, it's Lindsay Moran. The former CIA agent and security expert is also a consultant for 3M, a recognized leader in the research and development of safety and protection products. And when it comes to observing personal safety habits in public, she can only shake her head.

"Most people conduct business on-the-go as if they're in a bubble," she says. "I'm astounded at the amount of info I can gather just from hearing one side of a conversation. I was on a train once and able to figure out all of the aspects of this major real estate transaction from a cell phone conversation, and it happens regularly."

Granted, Moran's ears are better trained than most, but her point about voices carrying is well taken. While most people aren't divulging top secrets aboard the Starlight Express, revealing any information in public by talking, texting, e-mailing or using a cell phone can still prove risky. It's also symptomatic of a broader challenge: a lack of awareness about safety and protection issues in general.

By Marc Boisclair

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## SECURITY SAFEGUARDS

In little more than a generation, Americans have witnessed a staggering increase in the risks to their safety and well-being. Along with the Internet, PCs and social networking sites comes a host of new opportunistic crime. As these threats cut across all aspects of daily life, our vocabulary has expanded accordingly with phrases like “virus protection,” “identity theft” and “home invasion.”

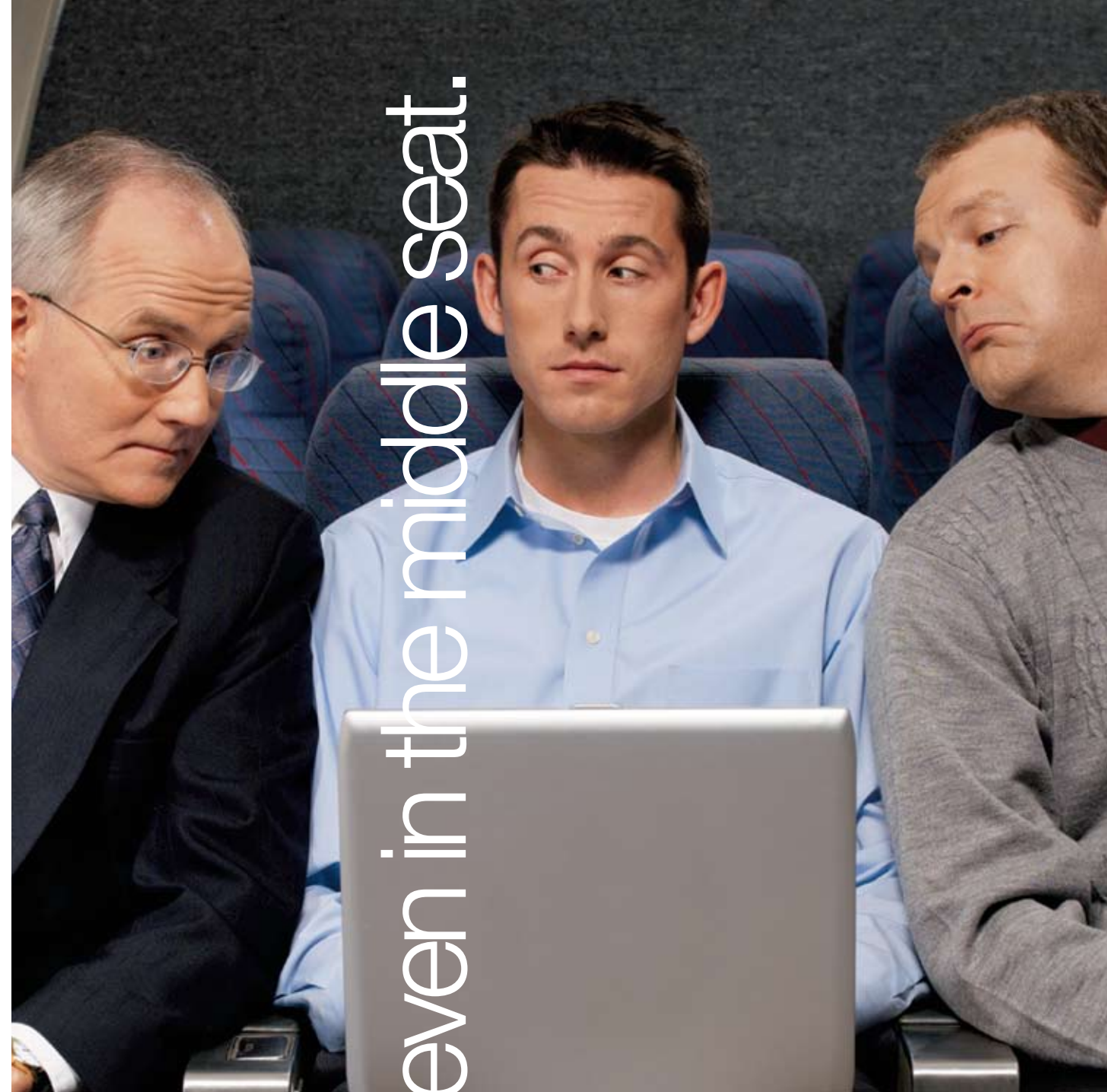
That said, Americans must be ever vigilant about what they say, send, text and tweet, be it at the office, grocery store, pre-school or at 35,000 feet. But when it comes down to actually planning comprehensively for home, personal and professional protection, many folks, already preoccupied by a challenging economy and finding calendar space for Saturday soccer games, may end up placing protection issues on the back burner.

“Sometimes people are in a rush and do their security purchases over the phone or online, basing critical decisions solely on price and convenience,” says Jim Boots, Protection One’s VP of residential sales. “You really need to sit down and talk to two or three companies, have them come out and look at the home and find a system that’s right for you. We take that customized consulting approach here and it allows

customers to do things right the first time.”

Security pros can provide beneficial expertise in any aspect of safety and protection. For example, a lost, stolen or misplaced laptop could cost a company up to \$50K in replacement expenses for hardware and data files. “It pays to invest in a low-tech laptop case with a visible combo lock and strong password, because it reduces the odds of anyone even wanting to open it,” says Lindsay Moran. She also recommends 3M Privacy Filters for their simplicity and effectiveness. “It’s a screen that fits right on your laptop, almost like a Venetian blind, so your neighbors can’t see what you’re working on,” she says.

Moran also warns about cell chat and text messaging and recommends filters such as 3M’s Mobile Privacy “skins” for PDAs and cell phone protection. The company’s new Platinum Mirror Film, coming soon, will actually reflect light when viewed from the side for even greater protection. And social networkers, take note. “Be cautious about privacy settings and shared information because people can break into your site and wreak havoc,” she says. “And don’t announce that you’re off for a beach vacation because, in effect, you’re telling everyone that your home will be unoccupied for two weeks.”



3M Mobile Privacy Films darken side views on your cell phone so others can't see what you are texting or emailing.



This month, 3M is introducing a new Gold Privacy Filter.



Got the middle seat? No problem.

Whether it's your laptop, mobile device or desktop LCD, there's a 3M Privacy Solution to protect all your confidential information wherever you might be sitting. With 3M™ Privacy Filters and 3M™ Mobile Privacy Film, you see your screen clearly when looking at it straight on. But to anyone seated to the left or the right of you, the screen will look completely black, blocking out any chance of snooping. So the next time you find yourself in the middle seat, rest assured you can keep your information private with 3M Privacy Solutions.

privacy. even in the middle seat.

## PLANNING AHEAD

Security pros can also provide invaluable insight for a practical, cost-efficient protection program that fits your lifestyle. After a house fire in 1996, Mike Magerl had Protection One wire his home while he was rebuilding. While on vacation touring Arizona's Hoover Dam this summer, he discovered a threat to his home more than a thousand miles away.

"I was with a group way down inside of the dam," says Magerl, president of Trabon Printing in Kansas City, MO. "While waiting in line, I checked my Blackberry and there it was—an alert from Protection One's e-Secure program." Sure enough, severe storms had raked the Kansas City area, cutting power. "I got onto the e-Secure site with my Blackberry, plugged in my password, and re-activated the alarm myself," he says. "I didn't have to call anyone and the whole process took 30 seconds at the most."

The e-Secure system also allows users the freedom to travel safely and not worry about basic home chores. "I often have a handyman or service person stopping by and with e-Secure I can deactivate the system remotely, let them in, then reactive it when they're finished," he says. "I don't have to give out a code, then worry whether they'll key it in correctly or worse yet, forget it entirely."

### SAFE TRAVELS

In six years of playing spy games for the CIA, Lindsay Moran learned more than a bit about protecting her interests, both personal and professional. With that in mind, the security consultant and author of *Blowing My Cover: My Life as a CIA Spy* offers business travelers some sage advice for the road.

#### Keep 'em close.

The best way to protect pricey gadgets like laptops, cameras, cell phones and PDAs—and the important data held within them—is to keep them on you at all times, not in hotel rooms, parked cars or with a friendly stranger while you hit the restroom.

#### Close the curtains.

Privacy Filters, like those from 3M, are inexpensive (from \$20), reduce glare, come in various sizes and help protect computer screens from prying eyes by making content visible only to those directly in front of it.

#### Seal the deal privately.

Keep cell phone conversations to a minimum, especially in such public settings as elevators, trains, airplanes, restaurants, hotel lobbies and airport lounges.

#### Make the cut

Foil ID thieves by routinely shredding (by hand if necessary) all bills, ticket stubs and bank statements on the spot, and then dispersing the scraps in various trash bins.



The Asset Protection Sensor from Protection One is designed to detect theft by visitors, such as housekeepers and contractors, as well as uninvited trespassers.

DID I SET THE ALARM BEFORE WE LEFT? ARE THE KIDS HOME FROM SCHOOL? IS THE MEDICINE CABINET OPEN? IS GRANDMA UP THIS MORNING? DID THE DOGS TEAR UP THE SOFA? ARE THE CLEANING SUPPLIES SECURE? DID SOMEONE TURN THE GUN SAFE? DID SHE TURN OFF THE TV? IS THE POOL GATE OPEN? IS THE WATER HEATER WORKING? ARE THERE DISHES IN THE SINK? DID I LEAVE THE POWER OUT AT HOME? DID I LEAVE THE BABYSITTER UP? DID THE CONTRACTOR REALLY LEAVE? DID MY TEENAGER OPEN THE LIQUOR CABINET? DID THE WATER HEATER CAUSE A FLOOD? DOES THE BABYSITTER HAVE FRIENDS OVER AT MY HOUSE? DID I SET THE ALARM BEFORE WE LEFT? ARE THE KIDS HOME FROM SCHOOL? IS THE MEDICINE CABINET OPEN? IS GRANDMA UP THIS MORNING? DID THE DOGS TEAR UP THE SOFA? ARE THE CLEANING SUPPLIES SECURE? DID SOMEONE TURN THE GUN SAFE? DID SHE TURN OFF THE TV? IS THE POOL GATE OPEN?



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