

KEEP YOUR FRIENDS CLOSE & YOUR PASSWORDS CLOSER

By LastPass...

Ever shared a password? You're not alone. Our study shows that the majority of us are either ignoring the risks when it comes to password sharing, or aren't taking care to make sure that the passwords we share are as secure as possible.

Password Sharing: The Reality

Most frequently-shared passwords:

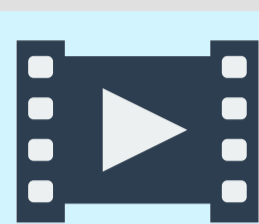
58%

Wi-Fi



48%

TV or Movie Streaming



43%

Financial



39%

Email & Communication



28%

Social Media



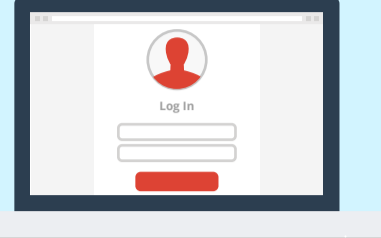
25%

Work-related



23%

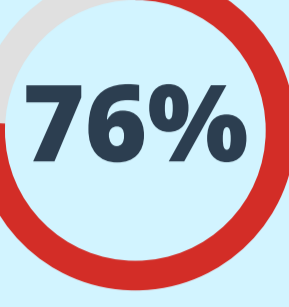
Utilities



95%

of respondents share up to 6 passwords with others.

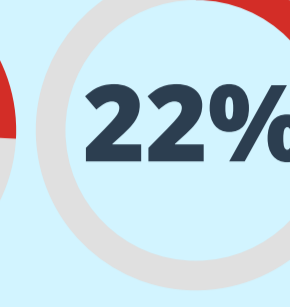
Who are we sharing passwords with?



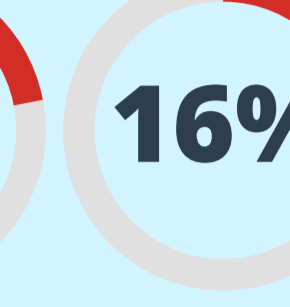
share with a spouse or significant other



share with a child



share with a coworker



share with a friend

But are those passwords strong?



59% are re-using passwords. That means they're using the same password for more than one login. Re-using passwords and then sharing them with other people can be dangerous!

Many are concerned about sharing sensitive passwords, but we share anyway because it's convenient - or necessary.

39%

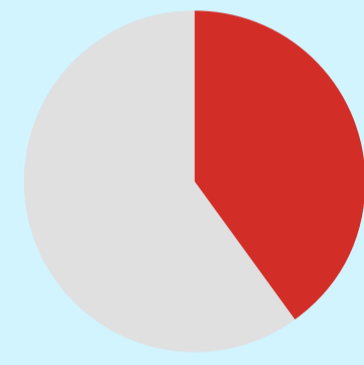
say they'd never share their financial passwords, yet...



53%

expect their significant other to share their financial passwords with them.

The younger generation is more likely to trust friends with their passwords.



40%

Age 18-29



15%

Age 30-44



6%

Age 45-59

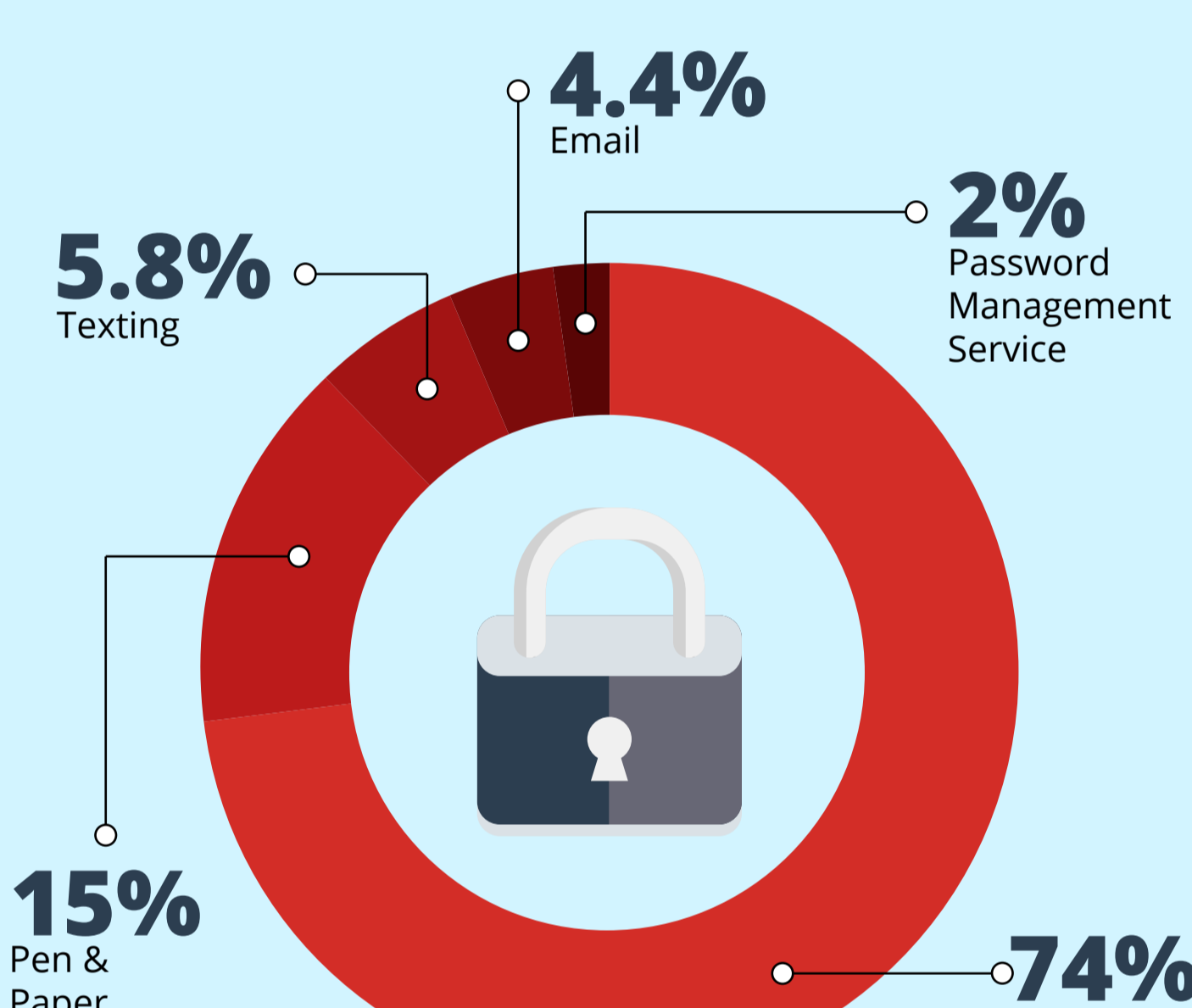


8%

Age 60+

Now Consider This...

How are passwords shared?



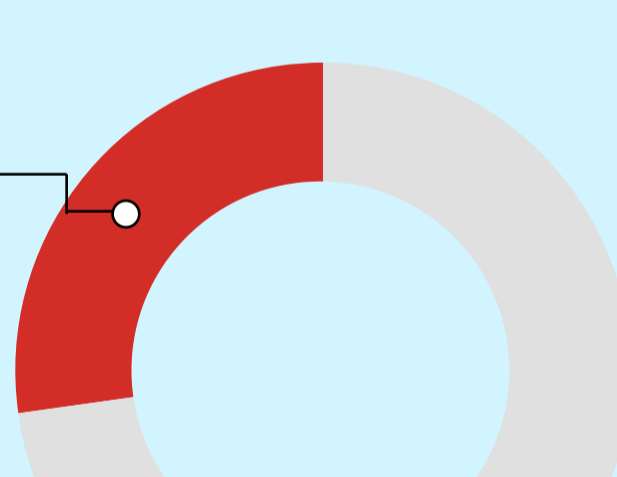
73%

most likely won't reset their password after sharing it with someone.

Is sharing passwords risky?

27% say NO

70% say that's because they only share with people they trust.



73% say YES

What About the Workplace?

61%

are more likely to share work passwords than personal passwords.

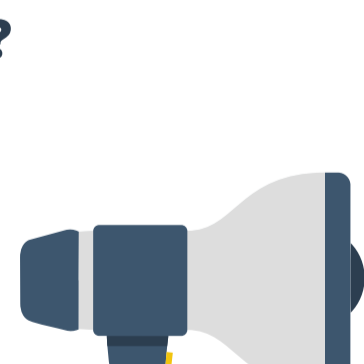
Why do we share work passwords?



In case of an emergency



It's a shared team account



To delegate work to others

Working towards a Solution

The reality of password sharing:

Both at work and at home, we all need to share passwords. We try to share passwords with those we trust, but there's many reasons we need to share. And we know sharing passwords can be risky. But bad password practices like re-using passwords and not changing them regularly can endanger our online security.

Solving the problem with password managers:

Password managers make it easy to securely store passwords and accounts. Safely share passwords with friends and family using a password manager, too. And when someone's done with an account, easily update the password with a new one.

LastPass...

LastPass is a simple, easy way to manage and share your passwords. LastPass saves your usernames and passwords, and logs you into your online accounts as you browse. When you sign up for new services, LastPass generates strong, secure passwords, saving you the hassle of remembering them or writing them down. Then you can share passwords with family, friends, coworkers, assistants...anyone who needs secure access to an account. Access LastPass from all browsers and platforms, with automatic sync and secure cloud back-up. Your LastPass master password is the last password you have to remember.

To learn more, or get started for free, visit [LastPass.com](https://lastpass.com)

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