

CASE STUDY

**EPCYBER** 

## HIS AIRBNB LISTING WAS PUBLIC—BUT HIS IDENTITY WASN'T SUPPOSED TO BE

HE THOUGHT AIRBNB KEPT HOSTS ANONYMOUS.

BUT HIS RENTAL LISTING EXPOSED MORE THAN JUST AN APARTMENT.

## **WHAT HAPPENED?**

HIS AIRBNB PROFILE USERNAME MATCHED
HIS EMAIL ADDRESS THAT WE SEARCHED
A PREVIOUS GUEST LEFT A REVIEW
MENTIONING HIS REAL FULL NAME
A REVERSE IMAGE SEARCH OF THE
APARTMENT PHOTOS REVEALED ANOTHER
PROPERTY UNDER HIS COMPANY
HIS REAL ESTATE OWNERSHIP RECORDS
WERE PUBLIC—CONNECTING HIS ENTIRE ENTITY

- ONE LISTING. FULL EXPOSURE.
- LESSON: YOUR SIDE HUSTLE MIGHT EXPOSE MORE ABOUT YOU THAN YOUR MAIN JOB.
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