



Processing Center • P.O. BOX 141578 • Austin, TX 78714



JOHN Q. SAMPLE  
1234 MAIN STREET  
ANYTOWN US 12345-6789

November 28, 2018

**Subject:** Notice of Data Breach

Dear John Sample,

Dunkin Brands Inc. ("Dunkin'") is writing to provide you with information regarding a recent incident involving your DD Perks account. Although Dunkin' did not experience a data security breach involving its internal systems, we've been informed that third-parties obtained usernames and passwords through other companies' security breaches and used this information to log into some Dunkin' DD Perks accounts. One of these may have been your account and we want you to know what happened, as well as the steps we are taking to protect your personal information.

**What Happened?**

On October 31, 2018, we learned from one of our security vendors that a third-party may have attempted to log in to your DD Perks account. We believe that these third-parties obtained usernames and passwords from security breaches of other companies. These individuals then used the usernames and passwords to try to break in to various online accounts across the Internet. Our security vendor was successful in stopping most of these attempts, but it is possible that these third-parties may have succeeded in logging in to your DD Perks account if you used your DD Perks username and password for accounts unrelated to Dunkin'.

**What Information Was Involved?**

The information involved depends on what you had in your DD Perks account. Information these third-parties may have been able to access includes:

- Your first and last names,
- Email address (username), and
- Your 16-digit DD Perks account number and your DD Perks QR code



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## **What We Are Doing**

We immediately launched an internal investigation and have been working with our security vendor to remediate this event and to help prevent this kind of event from occurring in the future. As you know already, we forced a password reset that required all of the potentially impacted DD Perks account holders to log out and log back in to their account using a new password. We also have taken steps to replace any DD Perks stored value cards with a new account number, but retaining the same value that was previously present on those cards. We also reported the incident to law enforcement and are cooperating with law enforcement to help identify and apprehend those third-parties responsible for this incident.

## **What You Can Do**

As always, we strongly recommend that our guests create unique passwords for their DD Perks accounts, and do not reuse passwords used for their other unrelated online accounts. In addition, attached please find "Information about Identity Theft Protection." It includes steps you can take to help protect yourself against identity theft.

## **For More Information**

If you have questions or concerns, please refer to [dunkindonuts.com](http://dunkindonuts.com) or call Consumer Care at 800-447-0013 during the following hours: Monday - Friday between 7AM and 7PM EST.

Sincerely,

A handwritten signature in black ink that reads "Kari McHugh". The signature is written in a cursive style with a large, stylized 'K' and 'M'.

Kari McHugh  
Senior Director, Customer Relations  
Dunkin' Brands, Inc.

## Information about Identity Theft Protection

We recommend that you regularly review statements from your accounts and periodically obtain your credit report from one or more of the national credit reporting companies. You may obtain a free copy of your credit report online at [www.annualcreditreport.com](http://www.annualcreditreport.com), by calling toll-free 1-877-322-8228, or by mailing an Annual Credit Report Request Form (available at [www.annualcreditreport.com](http://www.annualcreditreport.com)) to: Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA, 30348-5281. You may also purchase a copy of your credit report by contacting one or more of the three national credit reporting agencies listed below.

Equifax P.O. Box 740241 Atlanta, GA 30374-0241 800-685-1111 <a href="http://www.equifax.com">www.equifax.com</a>	Experian P.O. Box 9532 Allen, TX 75013 888-397-3742 <a href="http://www.experian.com">www.experian.com</a>	TransUnion P.O. Box 6790 Fullerton, CA 92834-6790 800-916-8800 <a href="http://www.transunion.com">www.transunion.com</a>
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You should remain vigilant with respect to reviewing your account statements and credit reports, and you should promptly report any suspicious activity or suspected identity theft to us and to the proper law enforcement authorities, including local law enforcement, your state's attorney general, and/or the Federal Trade Commission ("FTC"). You may contact the FTC or your state's regulatory authority to obtain additional information about avoiding and protection against identity theft: Federal Trade Commission, Consumer Response Center 600 Pennsylvania Avenue, NW, Washington, DC 20580, 1-877-IDTHEFT (438-4338), [www.ftc.gov/idtheft](http://www.ftc.gov/idtheft). Residents of Maryland, North Carolina and Rhode Island may also obtain information about preventing and avoiding identity theft by contacting: Maryland Office of the Attorney General, Consumer Protection Division, 200 St. Paul Place, Baltimore, MD 21202, 1-888-743-0023, [www.oag.state.md.us](http://www.oag.state.md.us); North Carolina Office of the Attorney General, Consumer Protection Division, 9001 Mail Service Center, Raleigh, NC 27699-9001, 1-919-716-6400, [www.ncdoj.gov](http://www.ncdoj.gov); Rhode Island Office of the Attorney General, Consumer Protection Unit, 150 South Main Street, Providence, RI 02903, 1-401-274-4400, [www.riag.ri.gov](http://www.riag.ri.gov).

**Fraud Alerts:** There are two types of fraud alerts you can place on your credit report to put your creditors on notice that you may be a victim of fraud: an initial alert and an extended alert. You may ask that an initial fraud alert be placed on your credit report, which stays on your report for at least 90 days, if you suspect you have been, or are about to be, a victim of identity theft. You may have an extended alert placed on your credit report, which stays on for seven years, if you have already been a victim of identity theft with the appropriate documentary proof. You can place a fraud alert on your credit report by contacting any of the three national credit reporting agencies at the toll-free numbers listed below:

Equifax 877-478-7625	Experian 888-397-3742	TransUnion 800-680-7289
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**Credit Freezes:** You may have the right to put a credit freeze (or security freeze) on your credit file, so that no new credit can be opened in your name without the use of a PIN number that is issued to you when you initiate a freeze. If you place a credit freeze, potential creditors and other third parties will not be able to get access to your credit report unless you temporarily lift the freeze. Therefore, using a credit freeze may delay your ability to obtain credit. Credit freeze laws vary from state to state, but there is no cost anywhere in the country for freezing or unfreezing your credit file. You must separately place a credit freeze on your credit file at each credit reporting company. Please contact the three major credit reporting companies as specified above for more information.

You can obtain more information about fraud alerts and credit freezes by contacting the FTC or one of the national credit reporting agencies listed above.

