

**NOTICE OF DATA BREACH**  
*Confidential-for Intended Recipient Only*

Date: \_\_\_\_\_

Dear \_\_\_\_\_,

We are contacting you regarding a data security incident we discovered on April 17, 2021 at ClearVoiceResearch.com, LLC (“ClearVoice”). You are receiving this notice because you have used ClearVoice to sign up for a profile to participate in market research surveys and your personal information was accessed. The privacy and protection of the personal information of our survey respondents is a matter we take very seriously, and we recommend that you closely review the information provided in this notice for suggestions on how to protect yourself against potential misuse of your information.

**1. What Happened?**

On April 17, 2021, we received an e-mail from an individual (“unauthorized user”) stating he accessed a backup file of one of our databases containing profile information of survey participants from August and September of 2015. This database was later discovered to have been posted online, for purchase by the public.

**2. What Data Was Affected?**

The data that was accessible may include the following: contact information from 2015 (name, e-mail address, home address, phone number, date of birth), passwords from 2015, and, as applicable, responses to various questions you may have answered as part of creating your profile on our platform which may include, but not be limited to, health condition, political affiliation, and ethnicity.

It is important to note that the data that was accessible did not include national insurance numbers, social security numbers, ID numbers, credit card numbers, other financial information, or data collected from specific surveys you may have taken part in.

**3. What Are The Potential Consequences For You?**

It cannot be ruled out that the data sets mentioned above may be misused and you may be contacted by for purposes such as advertising. Further, it cannot be excluded that the accessible information may be used to prepare personal profiles, which could possibly be used in a commercial or political context.

**4. What We Are Doing.**

Upon receipt of the information from the unauthorized user, we immediately launched an investigation into the matter. Within an hour of receiving the email from the unauthorized user, we located the backup file, secured it and eliminated any further exposure to the file in the cloud service. We also conducted a comprehensive search of all of our databases and files and determined that no other files had been exposed and other files were properly secured. We will continue to take steps necessary to minimize any disruption that this compromise may have caused and to prevent such incidents in the future. Furthermore, ClearVoice forced a password reset for all persons that participate in our panels and members whose information had potentially been exposed. Further, ClearVoice has implemented additional security measures designed to prevent a recurrence of such an incident and to protect the privacy of your data.

**5. What You Can Do.**

Given the types of information that was accessible as part of this incident, we do not believe that there is a risk of identity theft from this incident. However, we encourage you to take usual prudent precautions with your personal information. You should not open email or text messages from any unknown sender. You should never open untrusted web links. You should never provide personal information via email or over the phone to any unverified entity. If you continue to use the same password as in 2015, even for other accounts or platforms, there is a risk that an unauthorized access of your accounts may occur, and you should change your password settings of those other accounts respectively.

**6. For More Information.**

We have set up a webpage <https://hosted.clearvoicesurveymail.com/FA32/> to provide information, which will be updated, as additional information becomes available. If you have further questions regarding this incident, please email Steven Ray at [datainquiries@clearvoiceresearch.com](mailto:datainquiries@clearvoiceresearch.com).

We truly apologize for this incident and regret any inconvenience to our panel participants.

Sincerely,  
The ClearVoice Research Executive Team