Dear Dyson owner,

What happened:

Dyson constantly monitors activity on our websites to ensure the safety and security of your data. As part of this monitoring, we have been made aware of an incident that occurred outside of Dyson that has impacted the Dyson US website (www.dyson.com). This incident has provided a third-party access to your Dyson account.

What information was involved:

Your Dyson account is only used to manage your Dyson products, resulting in no government-issued identification details, financial or medical information being involved or at risk. However, as a result of this incident, your Dyson account log in details may be compromised.

What we are doing:

In response to any identified incidences, we continue to review our technical and organizational controls in order to maintain the safety and security of our consumer data. In light of this specific data breach, we are reviewing these controls further to:

- Enhance our monitoring and detection capabilities across our websites
- Strengthen our ability to defend against these types of sustained data breaches

The steps we've taken so far include:

- Analyzing the behavior of this attack to build custom security configurations so that we can defend the platform against any repeat data breaches
- Enhancing our detection software so we can better recognize and block this and future types of unusual activity
- Investigating rules that can be implemented to require additional verification where there have been a number of failed log in attempts

What you can do:

We recommend you reset your password immediately – you can do this by logging in to the Dyson website or contacting our support team as described below.

1. Login to your Dyson account via the My Dyson tab on the website
2. Go to "Your contact details" and select "change your password"
3. Confirm your new password.
4. Additionally, we would recommend that you update other online accounts you hold where you use the same username and password.

For more information:

We regret any inconvenience this may have caused, but it is important to us that your data remains safe and secure. Please feel free to contact our support team at askdysonus@dyson.com or call 1-866-861-2616 if you have questions.

Kind regards,

Customer Support Team
Dyson