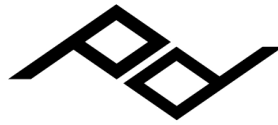


View in Your Browser



AN IMPORTANT UPDATE

Hello, Peter here, Peak Design's Founder and CEO.

You support Peak Design with the confidence that we protect your privacy. **We recently discovered and fixed a data compromise involving historical customer service tickets.** In the most direct possible terms, here is what you need to know:

What data was compromised?

Peak Design customer service tickets from October 2013 to May 2023. These tickets can include customer names, emails, shipping addresses, order details, and correspondences with our customer service team. It's important to note that NO passwords, credit card info, bank info, social security numbers, or other personal information was compromised.

Was your data compromised?

If you had correspondence with our customer service team during the aforementioned dates, the contents of that correspondence may have been compromised.

What are the implications for you?

Peak Design is not aware of any misuse of your information, and no account credentials, credit card info, bank info, social security numbers were part of this compromise. Regardless, you should be observant and exercise caution. If you receive communication from or relating to Peak Design that seems suspicious, contact us at security@peakdesign.com. If you are concerned about identity theft and would like more information on

ways to protect yourself, visit the Federal Trade Commission's Identity Theft website at <https://www.identitytheft.gov>.

How did this happen?

Last year Peak Design migrated to a new customer service platform, and as a part of that migration we created an internal system for agents to quickly search historical tickets. On March 11, 2024 a security gap was inadvertently created when the private server hosting the information was accidentally made externally accessible. On April 25th the staff at Cybernews, an independent cybersecurity research publication, detected the problem and we promptly fixed it. We believe the data was compromised on April 1st by an unauthorized 3rd party. We don't know that party's identity or if they actually saved or distributed any info, and are not aware of any misuse of that information.

What are we doing to make sure this doesn't happen again?

This issue happened because a single setting was mistakenly enabled, and we have since put in place an IT approval protocol and enhanced training to prevent this from happening again. Moreover, we are actively reviewing our privacy protocols and data-handling training regimen.

Here is our full [privacy policy](#), purposely written in understandable terms, that explains what data we collect/retain and how we protect it. If you have any questions or concerns please reach out to us at security@peakdesign.com.

Your trust means everything to us. The risk of cyber attack is a reality of doing business in the modern world, and we're responding to this incident with the utmost haste and seriousness. It is in [our mission](#) to treat our customers as peers, which to us has always meant clarity in communication, honoring our word, and respecting your privacy. Thank you for your continued support.

A handwritten signature in black ink, appearing to read "Peak Design". The signature is stylized and cursive, with the first letter of "Peak" being a large, prominent "P".

Peter Dering
Peak Design Founder & CEO

Further questions about this notice?
Reach out to us at security@peakdesign.com

READ OUR PRIVACY POLICY



SHOP PRE-OWNED

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MANAGE PREFERENCES

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2325 3rd St Ste 410 San Francisco, California 94107

