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Re: **NOTICE OF DATA BREACH**

Dear Roku user,

We take our viewers' privacy and security seriously and, as part of our commitment to those values and protecting your information, we are writing to notify you about a recent event that may have affected your Roku account. This letter describes the event, our response, and resources available to you to help protect your account and your information from possible misuse.

What Happened. Roku's security team recently observed suspicious activity indicating that certain individual Roku accounts may have been accessed by unauthorized actors. We conducted an investigation to identify affected accounts, determine the scope of the unauthorized activity, protect affected accounts from further unauthorized access, identify the legitimate account holders, and identify any personal information which may have been compromised. Through our investigation, we determined that unauthorized actors had likely obtained certain usernames and passwords of consumers from third-party sources (e.g., through data breaches of third-party services that are not related to Roku). It appears likely that the same username/password combinations had been used as login information for such third-party services as well as certain individual Roku accounts. As a result, unauthorized actors were able to obtain login information from third-party sources and then use it to access certain individual Roku accounts. After gaining access, they then changed the Roku login information for the affected individual Roku accounts, and, in a limited number of cases, attempted to purchase streaming subscriptions.

What Information Was Involved. Unauthorized actors separately obtained, from third-party sources that are unrelated to Roku, login information (combinations of sign-in email addresses and passwords) that they then used to access certain individual Roku accounts. However, access to the affected Roku accounts did not provide the unauthorized actors with access to social security numbers, full payment account numbers, dates of birth, or other similar sensitive personal information requiring notification.

What We Are Doing. We are committed to maintaining the privacy and security of your Roku account and we are taking this incident very seriously. When we identified potentially impacted Roku accounts, we secured the accounts from further unauthorized access by requiring the registered account holder to reset the password, we investigated account activity to determine whether the unauthorized actors had incurred any charges, and we took steps to cancel unauthorized subscriptions and refund any unauthorized charges. We did not delay notification as a result of a law enforcement investigation, and we are providing this letter to notify you about these issues, to provide information about how you can further protect yourself, and to let you know that we are continuing our investigation to identify any additional appropriate steps. Finally, our team continues to actively monitor for signs of suspicious activity, to ensure that all customer information and data is kept secure.

What You Can Do. If we discovered evidence that your Roku account was impacted, we have reset your Roku account password. To access your Roku account, go to my.roku.com and use the “Forgot password?” option on the sign in page. If you have any trouble accessing your account, please contact the phone number listed below. In addition, we encourage you to:

- Review the subscriptions and the devices linked to your Roku account. You can access that information from your Roku account dashboard.
- Always use a strong unique password for each of your online accounts.
- Remain vigilant against incidents of identity theft and fraud by monitoring your account activity, account statements, credit reports, and other online account information for suspicious activity and to report any suspicious activity promptly to your account provider or other applicable institutions. Additional information and resources are included in the enclosed “Information About Identity Theft Protection.”

Other Important Information. The privacy and security of your Roku account is of the utmost importance to us. We sincerely regret this occurrence and apologize for any inconvenience or concern that it may cause you. If you have any questions about the incident, please contact us at 1-816-272-8106 or by email at account-help@roku.com.

Sincerely,

Roku Security Team

Enclosure

Information about Identity Theft Protection

Monitor Your Accounts

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, by calling toll-free 1-877-322-8228, or by mailing an Annual Credit Report Request Form (available at 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
1-800-685-1111
www.equifax.com

Experian
P.O. Box 9701
Allen, TX 75013-9701
1-888-397-3742
www.experian.com

TransUnion®
P.O. Box 1000
Chester, PA 19016-1000
1-800-888-4213
www.transunion.com

When you receive your credit reports, review them carefully. Look for accounts or creditor inquiries that you did not initiate or do not recognize. Look for information, such as home address and Social Security number that is not accurate. If you see anything you do not understand, call the credit reporting agency at the telephone number on the report.

Credit Freeze

You have the right to put a security freeze, also known as a credit freeze, on your credit file, so that no new credit can be opened in your name without the use of a Personal Identification Number (PIN) that is issued to you when you initiate a freeze. A credit freeze is designed to prevent potential credit grantors from accessing your credit report without your consent. If you place a credit freeze, potential creditors and other third parties will not be able to access your credit report unless you temporarily lift the freeze. Therefore, using a credit freeze may delay your ability to obtain credit. Pursuant to federal law, you cannot be charged to place or lift a credit freeze on your credit report. Should you wish to place a credit freeze, please contact all three major consumer reporting agencies listed below.

Equifax
P.O. Box 105788
Atlanta, GA 30348-5788
1-800-685-1111
www.equifax.com/personal/credit-report-services

Experian
P.O. Box 9554
Allen, TX 75013-9554
1-888-397-3742
www.experian.com/freeze/center.html

TransUnion
P.O. Box 2000
Chester, PA 19016-2000
1-888-909-8872
www.transunion.com/credit-freeze

You must separately place a credit freeze on your credit file at each credit reporting agency. The following information should be included when requesting a credit freeze:

- 1) Full name, with middle initial and any suffixes;
- 2) Social Security number;
- 3) Date of birth (month, day, and year);
- 4) Current address and previous addresses for the past five (5) years;
- 5) Proof of current address, such as a current utility bill or telephone bill; and
- 6) Other personal information as required by the applicable credit reporting agency.

If you request a credit freeze online or by phone, the credit reporting agencies have one (1) business day after receiving your request to place a credit freeze on your credit file report. If you request a lift of the credit freeze online or by phone, then the credit reporting agency must lift the freeze within one (1) hour. If you request a credit freeze or lift of a credit freeze by mail, then the credit agency must place or lift the credit freeze no later than three (3) business days after getting your request.

Fraud Alerts

You also have the right to place an initial or extended fraud alert on your file at no cost. An initial fraud alert lasts 1-year and is placed on a consumer's credit file. Upon seeing a fraud alert display on a consumer's credit file, a business is required to take steps to verify the consumer's identity before extending new credit. If you are a victim of identity theft, you are entitled to an extended fraud alert, which is a fraud alert lasting 7 years. Should you wish to place a fraud alert, please contact any one of the agencies listed below. The agency you contact will then contact the other two credit agencies.

Equifax

P.O. Box 105788
Atlanta, GA 30348-5788
1-888-766-0008
www.equifax.com/personal/
credit-report-services

Experian

P.O. Box 9554
Allen, TX 75013-9554
1-888-397-3742
www.experian.com/
fraud/center.html

TransUnion

P.O. Box 2000
Chester, PA 19016-2000
1-800-680-7289
www.transunion.com/fraud-
victim-resource/place-fraud-alert

Monitor Your Personal Information

If applicable to your situation, we recommend that you regularly review the activity on all of your accounts, including your Roku account as well as any other online accounts you may have. If you had previously configured your Roku account with the same username and password (or even just the same password) as you use on other online accounts, we recommend that you change the login information (at least the password) for those accounts as well. Furthermore, if, during your review of your accounts, you see any service that you believe you did not receive, please contact your account provider.

You may want to order copies of your credit reports and check for any items that you do not recognize. If you find anything suspicious, call the credit reporting agency at the phone number on the report. Keep a copy of this notice for your records.

Additional Information

You can further educate yourself regarding identity theft and the steps you can take to protect yourself, by contacting your state Attorney General or the Federal Trade Commission. Instances of known or suspected identity theft should be reported to law enforcement, your Attorney General, and the FTC.

The Federal Trade Commission

600 Pennsylvania Avenue, NW
Washington, DC 20580
1-877-ID-THEFT (1-877-438-4338)
TTY: 1-866-653-4261
www.ftc.gov/idtheft

State Specific Information

District of Columbia residents may contact the District of Columbia Attorney General at 400 6th Street, NW, Washington, D.C. 20001; 202-727-3400; and <https://oag.dc.gov/>.

New York residents may contact the New York Attorney General at: Office of the Attorney General, The Capitol, Albany, NY 12224-0341; 1-800-771-7755; or <https://ag.ny.gov/>.

North Carolina residents can learn more about preventing identity theft from the North Carolina Office of the Attorney General, by visiting their web site at <https://ncdoj.gov/protecting-consumers/protecting-your-identity/>, calling 1.919.716.6000 or requesting more information from the North Carolina Attorney General's Office, 9001 Mail Service Center Raleigh, NC 27699-9001.

Oregon residents may obtain information about preventing identity theft from the Oregon Attorney General's Office. This office can be reached by visiting the website at www.doj.state.or.us, calling (503) 378-4400 or requesting more information from the Oregon Department of Justice, 1162 Court Street NE, Salem, OR 97301-4096.

Rhode Island residents are reminded that you have the right to obtain a police report and request a security freeze as described above. The consumer reporting agencies may require that you provide certain personal information (such as your name, Social Security Number, date of birth and address) and proper identification (such as a copy of a government-issued ID card and a bill or statement) prior to honoring your request. Residents can learn more by contacting the Rhode Island Office of the Attorney General by phone at 1.410.274.4400 or by mail at 150 South Main Street, Providence, Rhode Island 02903.

Vermont residents may learn helpful information about fighting identity theft, placing a security freeze, and obtaining a free copy of your credit report on the Vermont Attorney General's website at <https://ago.vermont.gov/>.