

March 20, 2018



Consumer Protection Division  
Security Breach Notifications  
Office of the Attorney General of Iowa  
1305 E. Walnut Street  
Des Moines, IA 50319-0106  
consumer@ag.iowa.gov

Re: Legal Notice of Information Security Breach Pursuant to Iowa Code § 715C.2

To Whom It May Concern:

In accordance with the above-referenced provision of Iowa law, I write to inform you of a data security incident affecting residents of Iowa.

While conducting an investigation of a legacy Orbitz travel booking platform (the “platform”), we determined on March 1, 2018 that there was evidence that, between October 1, 2017 and December 22, 2017, an attacker may have accessed personal information, stored on the platform, that was submitted for certain purchases made between January 1, 2016 and June 22, 2016. The platform is provided directly to consumers (“direct consumers”) as well as to business partner customers. We took immediate steps to investigate the incident and enhance security and monitoring of the affected platform, and made every effort to remediate the issue, including taking swift action to eliminate and prevent unauthorized access to the platform.

On March 1, 2018, we determined that the personal information that was likely accessed may have included full name, payment card information, date of birth, phone number, email address, physical and/or billing address, and gender. Our investigation to date has not found any evidence of unauthorized access to other types of personal information, including passport and travel itinerary information. Additionally, Social Security numbers were not involved in this incident, as these are not collected through nor held on the platform.

Upon learning of the incident, Orbitz took immediate steps to protect consumers by investigating the incident and enhancing security and monitoring of the affected platform. As part of our investigation and remediation work, we brought in a leading third party forensic investigation firm and other cybersecurity experts, began working with law enforcement, and took measures to effectively prevent any unauthorized access and enhance security. Upon determining that the attack may have resulted in access to certain personal information, we also started working immediately to notify potentially impacted direct consumers and business partners whose customers used the platform.

We plan to notify approximately 1,546 potentially affected direct consumers who are residents of Iowa. Enclosed is a copy of the notification letter that will be sent to affected U.S. direct consumers via first-class mail between March 22 and 23, 2018. For certain affected direct consumers for whom we have an email address and not a payment billing address, this notification will be provided via email. We have also issued a media advisory explaining the incident to the

general public and established a public website ([orbitz.allclearid.com](http://orbitz.allclearid.com)) to provide additional details found in the notification letters. We plan to provide notices of this incident to the three major credit reporting agencies on March 21, 2018.

The notification to individuals includes (1) a description of the incident and the type of personal information at issue; (2) the actions taken by Orbitz to protect personal information from further unauthorized access; (3) Orbitz's address and a toll-free phone number to call for further information and assistance; (4) information on how the individual may enroll in free credit monitoring and other complimentary services arranged by Orbitz; (5) information about how to place a fraud alert or security freeze on a credit report; (6) the toll-free numbers and addresses for the major consumer reporting agencies; (7) the toll-free number, address, and website for the Federal Trade Commission, and a statement that individuals can obtain information on identity theft from this source; and (8) advice that directs the individual to remain vigilant by reviewing account statements and monitoring free credit reports.

In addition to notifying direct consumers, we have notified affected business partners and will make available the following information and services to each partner whose customers' information may have been affected by this incident: a full list of impacted customers; consumer notice support by AllClear ID, which includes logistical support for printed notifications, a customer notification template, and a centralized call center to which partners can direct their customers who may have questions; talking points and frequently asked questions to assist partners in their own discussions with their customers; and one year of credit monitoring and identity protection service in countries where the service is available for affected customers from our providers AllClear ID and Experian. These partners may choose to notify regulators and affected individuals independently.

If you have any questions or need further information regarding this incident, please contact Cathy Bump at [cathybump@orbitz.com](mailto:cathybump@orbitz.com).

Sincerely,

A handwritten signature in black ink, appearing to read 'C. Bump', with a stylized flourish at the end.

Cathy Bump  
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Chicago, IL 60661  
(425) 679-3610  
[cathybump@orbitz.com](mailto:cathybump@orbitz.com)

Enclosure