GIBSON DUNN

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April 9, 2024

VIA E-MAIL

Office of the Attorney General of Iowa
Consumer Protection Division
Security Breach Notifications
1305 E. Walnut Street
Des Moines, Iowa 50319-0106

To Whom It May Concern:

We are writing on behalf of AT&T Inc. to provide notification regarding a data set released online that contained certain personal information associated with Iowa residents. The information varied by individual, but may have included: full name, email address, mailing address, phone number, social security number, date of birth, AT&T account number, and AT&T passcode.

On March 26, 2024, AT&T determined that AT&T-specific data fields were contained in a data set released online on March 17, 2024. Currently, AT&T does not have evidence of unauthorized access to its systems resulting in exfiltration of the data set. AT&T has launched a robust investigation supported by internal and external cybersecurity experts. Based on AT&T's investigation to date, the data included AT&T customer data from early June 2019 and before. For current customers, AT&T has taken precautionary measures and reset their passcodes, which is an extra layer of protection for their accounts.

AT&T will be offering complimentary 1-year identity theft and credit monitoring services to the impacted Iowa residents provided by Experian. These services provide individuals with identity theft protection and resolution services. Additionally, AT&T will provide the impacted individuals with guidance on how to protect against identity theft, including information on placing a fraud alert or credit freeze on their credit files, a reminder to remain vigilant for incidents of fraud and identity theft by reviewing account statements and monitoring credit reports, and contact information for the Federal Trade Commission and the three major credit bureaus.

In order to communicate with its current and former customers promptly about this incident, AT&T is sending an email to customers, attached as **Exhibit A**. In addition, AT&T will be sending a notice to impacted Iowa residents via U.S. mail. A template is attached as **Exhibit B**.

If you have any questions, I can be reached by email at vmohan@gibsondunn.com or directly by telephone at (650) 849-5345.

Thank you for your attention to this matter.

Sincerely,

Vivek Mohan

Partner
Gibson, Dunn & Crutcher LLP
310 University Avenue
Palo Alto, CA 94301

EXHIBIT A

Subject Line: Important Information
Preheader: Keeping your personal information secure.

AT&T Security Update

Dear (UV - First Name) or Customer,

We recently contacted you regarding the security of your data. After a thorough assessment, AT&T has determined that some of your personal information was compromised. To the best of our knowledge, the compromised data does **not** include personal financial information or call history.

What is AT&T doing to help?
AT&T takes these issues very seriously. To protect your account, we have proactively reset your account passcode. You can personalize your passcode online via myAT&T.

We are also offering you one year of complimentary credit monitoring, identity theft detection and resolution services, provided by Experian's® IdentityWorks℠. To get started with IdentityWorks℠, please follow the instructions below and **enroll by August 30, 2024**.

Where can you get more information?
Visit att.com/accountsafety for more details.

We apologize this has happened. You are a valued customer and we are committed to keeping your information secure.

AT&T

View AT&T's Privacy Policy

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Experian's® IdentityWorks℠

AT&T is providing you with an IdentityWorks℠ membership at no charge. After you complete registration, you'll have increased visibility into potential fraudulent activity.
You will also have an insurance policy of up to $1,000,000 in coverage should you experience identity theft and an Identity Restoration team to guide you through the recovery process.

To activate your membership and start monitoring your personal information, please follow the steps below:

- **Enroll by August 30, 2024** (Your code will not work after this date.)
- **Go to** the Experian® IdentityWorks℠ website and select 'Get Started'
- **Enter** your activation code: **ACTIVATION CODE**

If you have questions about the product, need assistance with identity restoration or would like an alternative to enrolling in Experian® IdentityWorks℠ online, please contact Experian's customer care team at 833.931.4853 by **August 30, 2024.** Be prepared to provide this engagement number **(B119859)** as proof of eligibility for the identity restoration services provided by Experian.

View AT&T's Privacy Policy

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AXXXXXXX

AT&T Security Update

Dear (UV - First Name) or Hello,

We're contacting you regarding the security of your data. After a thorough assessment, AT&T has determined that some of your personal information was compromised. To the best of our knowledge, the compromised data does **not** include personal financial information or call history.

What is AT&T doing to help?
AT&T takes these issues very seriously. We are offering you one year of complimentary credit monitoring, identity theft detection and resolution services, provided by Experian's® IdentityWorks℠. To get started with IdentityWorks℠, please follow the instructions below and **enroll by August 30, 2024**.

Where can you get more information?
Visit att.com/accountsafety for more details.

We apologize this has happened.

AT&T

View AT&T's Privacy Policy

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If you have questions about the product, need assistance with identity restoration or would like an alternative to enrolling in Experian® IdentityWorks℠ online, please contact Experian's customer care team at 833.931.4853 by **August 30, 2024.** Be prepared to provide this engagement number **(B119859)** as proof of eligibility for the identity restoration services provided by Experian.

View AT&T's Privacy Policy

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EXHIBIT B

[LETTERHEAD]
[ADDRESS]

NOTICE OF DATA BREACH

April XX, 2024

Dear [Name]:

At AT&T, we take the security of your data very seriously. We're writing to inform you that AT&T has determined that some of your personal information was compromised. To help protect your identity, we're offering you one year of complimentary credit monitoring, identity theft detection and resolution services provided by Experian's® IdentityWorks℠. **While this service is free, you must follow the enclosed instructions to enroll.**

What happened? On March 26, 2024, we determined that AT&T customer information was included in a dataset released on the dark web on March 17, 2024.

What information was involved? The information varied by individual and account, but may have included full name, email address, mailing address, phone number, social security number, date of birth, AT&T account number and AT&T passcode. To the best of our knowledge, personal financial information and call history were not included. Based on our investigation to date, the data appears to be from June 2019 or earlier.

What is AT&T doing to help? We're offering you the complementary credit monitoring, identity theft detection and resolution services described above. If you have an active account that was impacted, we've taken precautionary measures and reset your passcode. A passcode is a numerical PIN, usually four digits, used in addition to your password as an extra layer of protection for your account. Additionally, we launched a robust investigation supported by internal and external cybersecurity experts, and we are regularly reviewing and updating the measures we take to protect your information.

What can you do?

- **Stay vigilant.** We recommend that you review the enclosed Information About Identity Theft Protection and encourage you to remain vigilant by monitoring your personal accounts and credit reports for any suspicious activity. If you want to personalize your passcode we reset for you, you can do so online via myAT&T, MyAT&T app, or call customer care at 1-866-346-0416.
- **Watch out for suspicious calls or emails.** We also recommend that you remain alert for unsolicited communications seeking your personal information. You should be cautious about entering your username and password on links provided through emails, even if it looks like the company's website. The safest route is to go directly to the company's website to log in.

We apologize this has happened. We're committed to keeping your information secure.
Please do not hesitate to call us at 1-866-346-0416 Monday through Friday, 8 a.m. to 9 p.m. CST, or visit att.com/accountsafety if you have questions regarding this matter.

Sincerely,

AT&T

Experian's® IdentityWorks℠

AT&T is providing you with an IdentityWorks℠ membership at no charge. After you complete registration, you'll have increased visibility into any possible fraudulent activity. You will also have an insurance policy of up to $1 million in coverage should you experience identity theft and an Identity Restoration team to guide you through the recovery process.

To activate your membership and start monitoring your personal information, please follow the steps below:

- **Enroll by August 30, 2024** (Your code will not work after this date.)
- **Go to** the Experian® IdentityWorks℠ website and select 'Get Started'
- **Enter** your activation code: **ACTIVATION CODE**

If you have questions about the product, need assistance with identity restoration, or would like an alternative to enrolling in Experian's® IdentityWorks℠ online, please contact Experian's customer care team at 1-833-931-4853 by **August 30, 2024**. Be prepared to provide engagement number **[ENGAGE]** as proof of eligibility for the identity restoration services provided by Experian.

IdentityWorks℠ Includes:

- **Experian Credit Report at Signup:** See what information is associated with your credit file. Daily credit reports are available for online members only.
- **Credit Monitoring:** Actively monitors Experian file for indicators of fraud.
- **Internet Surveillance:** Technology searches the web, chat rooms, and bulletin boards 24/7 to identify trading or selling of your personal information on the dark web.
- **Identity Restoration:** Identity Restoration specialists are immediately available to help you address credit and non-credit related fraud.
- **Credit Lock / Unlock:** This key feature provides you the ability to lock / unlock your Experian credit file.
- **Experian IdentityWorks ExtendCARE™:** You receive the same high-level of Identity Restoration support even after your Experian® IdentityWorks℠ membership has expired.
- **Up to $1 Million Identity Theft Insurance:** Provides coverage for certain costs and unauthorized electronic fund transfers.

Please note that Identity Restoration support is available to you for one year from the date of this letter and does not require any action on your part at this time. The Terms and Conditions for this offer are located at ExperianIDWorks.com/restoration. You will also find self-help tips and information about identity protection at this site.

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
1-866-349-5191
www.equifax.com

Experian®
P.O. Box 2002
Allen, TX 75013-9701
1-866-200-6020
www.experian.com

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

You should remain vigilant for incidents of fraud or identity theft by reviewing account statements and monitoring free credit reports. 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.

You have rights under the federal Fair Credit Reporting Act (FCRA), which governs the collection and use of information about you by consumer reporting agencies. For more information about your rights under the FCRA, please visit www.consumer.ftc.gov/articles/pdf-0096-fair-credit-reporting-act.pdf or www.ftc.gov.

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
1-888-298-0045
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 160
Woodlyn, PA 19094
1-800-916-8800
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:

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

If you request a credit freeze online or by phone, then the credit reporting agencies have one 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 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 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 one 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 seven 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 105069
Atlanta, GA 30348-5069
1-800-525-6285
www.equifax.com/personal/credit-report-services/credit-fraud-alerts/

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-alerts

Federal Trade Commission and State Attorneys General Offices

If you find suspicious activity on your credit reports or have reason to believe your information is being misused, call your local law enforcement agency or state Attorney General and file a police report; this notice was not delayed by law enforcement. Get a copy of the report; many creditors want the information it contains to alleviate you of the fraudulent debts. You also should file a complaint with the Federal Trade Commission (FTC) using the contact information below. Your complaint will be added to the FTC's Consumer Sentinel database, where it will be accessible to law enforcement for their investigations.

You may also contact the FTC at **Federal Trade Commission**, Consumer Response Center, 600 Pennsylvania Avenue, NW, Washington, DC 20580, www.ftc.gov/bcp/edu/microsites/idtheft/, 1-877-IDTHEFT (438-4338), to learn more about identity theft and the steps you can take to protect yourself and prevent such activity.

- Oregon residents are advised to report any suspected identity theft to law enforcement, including the FTC, and the Oregon Attorney General.
- North Carolina residents may also contact the North Carolina Office of the Attorney General, Consumer Protection Division, 9001 Mail Service Center, Raleigh, NC 27699-9001, www.ncdoj.gov, 1-877-566-7226.
- Iowa residents are advised to report any suspected identity theft to law enforcement or to the Iowa Attorney General.
- If you are a Maryland resident, you may contact the Maryland Office of the Attorney General at Consumer Protection Division Office, 44 North Potomac Street, Suite 104, Hagerstown, MD 21740, https://www.marylandattorneygeneral.gov/Pages/contactus.aspx, 1-888-743-0023, or 410-528-8662 (consumer).
- District of Columbia residents may contact the Office of the Attorney General for the District of Columbia, Office of Consumer Protection, 400 6th St. NW, Washington, D.C. 20001, https://oag.dc.gov/, (202) 442-9828 (consumer protection hotline).
- Rhode Island residents may contact the Office of the Attorney General, 150 South Main Street, Providence, RI 02930, (401) 274-4400.

For New York Residents

New York residents can also consider placing a Security Freeze on their credit reports. A Security Freeze prevents most potential creditors from viewing your credit reports, further protecting against the opening of unauthorized accounts. Please note that credit reporting agencies may charge a fee to place a Security Freeze. For more information on placing a security freeze on your credit reports, please review the New York Department of State Division of Consumer Protection website at https://dos.nysits.acsitefactory.com/consumer-protection.

When you receive a credit report from a credit reporting agency, review the report carefully. Look for accounts you did not open, inquiries from creditors that you did not initiate, and confirm that your personal information, such as home address and Social Security number, is accurate. If you see anything that you do not understand or recognize, call the credit reporting agency at the telephone number on the report. You should also call your local police department and file a report of identity theft. Finally, you should make sure to keep a copy of the police report in case you need to provide it to creditors or credit reporting agencies when accessing or disputing inaccurate information.

Even if you do not find signs of fraud on your credit reports, we recommend that you remain vigilant in reviewing your credit reports from the three major credit reporting agencies. You may obtain a free copy of your credit report once every 12 months by visiting www.annualcreditreport.com, calling toll-free 877-322-8228 or by completing an Annual Credit Request Form at: www.ftc.gov/bcp/menus/consumer/credit/rights.shtm and mailing to:

Annual Credit Report Request Service
P.O. Box 1025281
Atlanta, GA 30348-5283

You may report any incidents of suspected identity theft to law enforcement, including the FTC, your state Attorney General's office, or local law enforcement. For more information on identity theft, you can visit the following websites:

- New York Department of State Division of Consumer Protection: https://dos.nysits.acsitefactory.com/consumer-protection; 1-800-697-1220
- NYS Attorney General at: https://ag.ny.gov/; 1-800-771-7755
- FTC at: www.ftc.gov/bcp/edu/microsites/idtheft/; https://www.identitytheft.gov/#/