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October 16, 2017

Via certified mail

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

Dear Attorney General,

I am writing on behalf of Pizza Hut, LLC ("Pizza Hut") to notify you that Pizza Hut was the target of an unauthorized third party intrusion that resulted in the compromise of certain customer information. The intrusion was discovered by Pizza Hut on or about October 5, 2017.

Specifically, Pizza Hut has learned that the information of some customers who visited its website or mobile application during an approximately 28-hour period (from the morning of October 1, 2017 through midday on October 2, 2017) and subsequently placed an order may have been compromised. Pizza Hut identified the security intrusion quickly and took immediate action to halt it. The security intrusion at issue impacted a small percentage of Pizza Hut's customers, and Pizza Hut estimates that less than one percent of the visits to its website over the course of the relevant week were affected.

For customers who made credit card purchases, the intruder may have had access to: name, billing zip code, delivery address, email address, and payment card information (account number, expiration date, CVV number). For customers who made purchases using a gift card, the intruder may have had access to: name, billing zip code, delivery address, email address, gift card number, and gift card pin.

Upon becoming aware of the security intrusion Pizza Hut immediately took steps to halt it, including engaging external cybersecurity consultants to help investigate the nature of the intrusion and take steps to remediate the issue, as well as to prevent recurrence. Pizza Hut provided email notice to potentially affected customers on October 14, 2017 (see attached) and is following up with a postal mail notification as soon as possible, informing them about the disruption, and encouraging them to take security precautions regarding their personal information. Pizza Hut is also offering free credit monitoring services to impacted customers for one year.

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Pizza Hut has also encouraged potentially affected customers to be especially aware of email, telephone, and postal mail scams asking for any personal information, including sensitive information, in order to protect against possible identify theft or other financial loss. Pizza Hut has further advised potentially affected customers that neither Pizza Hut nor anyone acting on its behalf will contact them in any way, including by email, asking for their credit card number, Social Security number, or other personal information.

Customers potentially affected by this intrusion may contact Pizza Hut's hotline established for this matter at 1- 833-210-8114 if they have any questions and to clarify any concerns regarding this matter. Attached is a copy of the sample customer notice. Please feel free to contact me at brian.hengesbaugh@bakermckenzie.com or 312-861-3077.

Sincerely,

Brian Hengesbaugh
Partner
+1 312 861 3077
Brian.Hengesbaugh@bakermckenzie.com

October 14, 2017

NOTICE OF DATA BREACH

Dear Customer:

Thank you for being a Pizza Hut customer. We value our relationship with you and take very seriously the security of the information you provide us. We are writing to let you know that Pizza Hut was the target of an unauthorized third party intrusion that resulted in the compromise of certain customer information. We are contacting you to provide you with information about the incident and also with information about the steps that we are taking to remediate the issue and help you protect yourself.

WHAT HAPPENED?

Pizza Hut has recently identified a temporary security intrusion that occurred on our website. We have learned that the information of some customers who visited our website or mobile application during an approximately 28-hour period (from the morning of October 1, 2017 through midday on October 2, 2017) and subsequently placed an order may have been compromised. Pizza Hut identified the security intrusion quickly and took immediate action to halt it.

The security intrusion at issue impacted a small percentage of our customers and we estimate that less than one percent of the visits to our website over the course of the relevant week were affected. That said, we regret to say that we believe your information is among that impacted group.

WHAT INFORMATION WAS INVOLVED?

Pizza Hut and our external cybersecurity consultants believe that the following pieces of information from your pizza order were compromised: name, billing zip code, delivery address, email address, and payment card information (account number, expiration date, CVV number).

WHAT ARE WE DOING?

Upon becoming aware of the security intrusion we immediately took steps to halt it, including engaging external cybersecurity consultants to help investigate the nature of the intrusion and take steps to remediate the issue, as well as to prevent recurrence.

WHAT CAN YOU DO?

For your security, we encourage you to be especially aware of email, telephone, and postal mail scams asking for any personal information, including sensitive information. Neither Pizza Hut nor anyone acting on its behalf will contact you in any way, including by email, to ask for your credit card number, Social Security number, or other personal information.

Additionally, we have secured the services of Kroll Information Assurance, LLC ("Kroll") to provide you with one year of credit monitoring services at no cost to you. We encourage you to take advantage of this free service.

How to Activate Your Credit Monitoring Services

1. You must activate your credit monitoring services by January 11, 2018. Your Activation Code will not work after this date.

2. Visit https://redeem.kroll.com to activate your credit monitoring services.

3. Provide Your Activation Code: <<Enter Activation Code>> and Your Verification ID: <<Enter Verification ID>>

4. To sign in to your account after you have activated your credit monitoring services, please visit https://my.idmonitoringservice.com

OTHER IMPORTANT INFORMATION.

To protect against possible identity theft or other financial loss, we encourage you to remain vigilant, review your financial account statements, and monitor your credit reports. Pizza Hut is also providing the following information for those who wish to consider it:

- You may wish to visit the website of the U.S. Federal Trade Commission at http://www.consumer.ftc.gov/features/feature-0014-identity-theft or reach the FTC at 877-382-4357 or 600 Pennsylvania Avenue, NW, Washington, DC 20580 for further information about how to protect yourself from identity theft. Your state Attorney General may also have advice on preventing identity theft, and you should report instances of known or suspected identity theft to law enforcement, your State Attorney General, and the FTC.
    - ***Maryland Residents.*** You can reach the Maryland Attorney General at 888-743-0023 (toll free in Maryland) or Office of the Attorney General, 200 St. Paul Place, Baltimore, Maryland 21202
    - ***North Carolina Residents***. You can reach the North Carolina Attorney General at 919-716-6400 or Office of the Attorney General, 9001 Mail Service Center, Raleigh, North Carolina 27699
- You may have the right to obtain any police report filed related to this intrusion, and to file a police report and obtain a copy of it if you are the victim of identity theft.
- Under U.S. law, U.S. residents are entitled to one free credit report annually from each of the three major credit bureaus. To order your free credit report, visit www.annualcreditreport.com or call toll-free 877-322-8228.
- You can request information regarding "fraud alerts" and "security freezes" from the three major U.S. credit bureaus listed below. At no charge, if you are a U.S. resident, you can have these credit bureaus place a "fraud alert" on your file that alerts creditors to take additional steps to verify your identity prior to granting credit in your name. This service can make it more difficult for someone to get credit in your name. Note, however, that because it tells creditors to follow certain procedures to protect you, it also may delay your ability to obtain credit while the agency verifies your identity. As soon as one credit bureau confirms your fraud alert, the others are notified to place fraud alerts on your file. A "security freeze" generally prohibits the credit reporting agency from releasing your credit report or any information from it without your written authorization. You should be aware that placing a security freeze on your credit account may delay or interfere with the timely approval of any requests that you make for new loans, credit, mortgages, or other services. Unlike fraud alerts, to obtain a security freeze you must send a written request to each of the three major reporting agencies and you may be required to provide information such as your: *(1) name; (2) Social Security number; (3) date of birth; (4) current address; (5) addresses over the past five years; (6) proof of current address; (7) copy of*

government identification; and (8) any police/investigative report or complaint. Should you wish to place a fraud alert or a security freeze, or should you have any questions regarding your credit report, please contact any one of the consumer reporting agencies listed below:

- **Experian**: 888-397-3742; www.experian.com; P.O. Box 9554, Allen, TX 75013
- **Equifax**: 800-525-6285; www.equifax.com; P.O. Box 105788, Atlanta, GA 30348
- **TransUnion**: 800-680-7289; www.transunion.com; Fraud Victim Assistance Division, P.O. Box 2000, Chester, PA 19022-2000

Please note that although Pizza Hut is offering to provide identity credit monitoring services for one year free of charge via Kroll, the consumer reporting agencies listed above may require fees for their services.

FOR MORE INFORMATION.

If you have any questions, please call 1-833-210-8114, Monday through Friday from 8:00 a.m. to 5:00 p.m. Central Time. Please note that the call center will also be available on the weekend of October 14th from 8:00 a.m. to 5:00 p.m. Central Time.

Pizza Hut takes the privacy and security of our customers very seriously, and invests in security resources to protect customer information. We value the trust our customers place in us and, while we were able to address this incident quickly, we regret that this happened and apologize for the inconvenience that it may have caused you.