



Processing Center • P.O. BOX 141578 • Austin, TX 78714

04484
JOHN Q. SAMPLE
1234 MAIN STREET
ANYTOWN US 12345-6789

April 11, 2018

NOTICE OF DATA BREACH

Dear John Sample:

We are writing to tell you about a cyber incident involving [24]7.ai, a company that provides online chat services for Delta and many other companies. This incident may have resulted in unauthorized access to payment card information relating to a purchase you made on delta.com. The security and confidentiality of our customers' information is of critical importance to us and a responsibility we take very seriously. We've included in this letter the information we have on the incident as well as instructions to contact the team dedicated to answering your questions should you need additional assistance.

We cannot at this point say definitively whether any of our customers' information was accessed. However, out of an abundance of caution and as part of our commitment to the security of your information, we are partnering with AllClear ID, a leading customer security and fraud protection firm, to offer a suite of identity theft protection and credit monitoring services for two years from the date of this letter at no cost to you. As an eligible customer, you can enroll in this service by calling (855) 815-0534 or visiting delta.allclearid.com.

The latest updates on this incident will be available at delta.com/response.

What Happened

On March 28, 2018, Delta was notified by [24]7.ai, a company that provides online chat services for Delta and many other companies, that [24]7.ai had been involved in a cyber incident. It is our understanding that the incident occurred at [24]7.ai from Sept. 26 to Oct. 12, 2017 and that during this time certain customer payment information for [24]7.ai clients, including Delta, may have been accessed – **no other customer personal information, such as passport, government ID, security or SkyMiles information was impacted.**

We understand malware present in [24]7.ai's software between Sept. 26 and Oct. 12, 2017, made unauthorized access possible for the following fields of information when manually completing a payment card purchase on any page of the delta.com desktop platform during the same timeframe: name, address, payment card number, CVV number, and expiration date. There was no impact to the Fly Delta app, mobile delta.com or any Delta computer system.

At this point, even though only a small subset of our customers would have been exposed, we cannot say definitively whether any of our customers' information was actually accessed or subsequently compromised.



01-03-3-00

What Information Was Involved

Based on our investigation to date, we have determined that the payment card information of customers who completed a purchase on the delta.com desktop platform between Sept. 26, 2017 and Oct. 12, 2017 may have been exposed. Our records indicate that you may have completed such a purchase during this time frame. As a result, information relating to the payment card used for that purchase may have been exposed, including name, address, payment card number, CVV number, and expiration date. No other customer personal information, such as passport, government ID, security or SkyMiles information was impacted.

What We Are Doing

While [24]7.ai recently advised us that the incident was contained and stopped on Oct. 12, 2017, upon learning of the incident, Delta immediately launched an investigation and engaged federal law enforcement and forensic teams. We have also initiated diligent efforts to directly contact customers, including by first-class postal mail, who may have been impacted by the [24]7.ai cyber event.

Delta is committed to protecting your personal information and, out of an abundance of caution, is offering you a paid subscription for AllClear ID credit monitoring and identity theft protection services for two years at no cost to you. Information on how to enroll in these services is included with this notice.

The latest information will be available to you at delta.com/response.

What You Can Do

We encourage you to enroll in the AllClear ID credit monitoring and identity theft protection services being offered to you free of charge for two years. In addition, please see the attached Identity Theft Prevention Tips and related state-specific information. This information provides additional steps you can take to help protect your personal information from potential unauthorized use. If you believe your card has been used to make a fraudulent purchase, please contact the card issuer immediately and follow their instructions.

For More Information

We understand that this incident is concerning to you, and we will share updates on delta.com/response. In the meantime, we have established a dedicated call center, available at (855) 815-0534 between the hours of 8:00 a.m. and 8:00 p.m. Central Time, Monday through Saturday, to answer questions and provide additional information regarding this incident. We recognize the inconvenience and concern this incident may cause you and remain committed to ensuring the security and confidentiality of our customers' information.

Sincerely,



Deborah Wheeler
VP, Chief Information Security Officer

Enclosures: AllClear ID Offer and Information
Identity Theft Prevention Tips

AllClear ID Offer and Information

We have arranged to have AllClear ID protect your identity for 24 months at no cost to you. The following identity protection services start on the date of this notice and you can use them at any time during the next 24 months.

AllClear Identity Repair: This service is automatically available to you with no enrollment required. If a problem arises, simply call (855) 815-0534 and a dedicated investigator will help recover financial losses, restore your credit and make sure your identity is returned to its proper condition.

AllClear Fraud Alerts with Credit Monitoring: This service offers the ability to set, renew, and remove 90-day fraud alerts on your credit file to help protect you from credit fraud. In addition, it provides credit monitoring services, a once annual credit score and credit report, and a \$1 million identity theft insurance policy. To enroll in this service, you will need to provide your personal information to AllClear ID. You may sign up online at delta.allclearid.com or by phone by calling (855) 815-0534.

Please note: Following enrollment, additional steps are required by you in order to activate your phone alerts and fraud alerts, and to pull your credit score and credit file. Additional steps may also be required in order to activate your monitoring options.



02-03-3

Identity Theft Prevention Tips

We recommend that you remain vigilant for incidents of fraud and identity theft by reviewing account statements and monitoring your credit reports. You may obtain a free copy of your credit report from each company listed below once every 12 months by requesting your report online at www.annualcreditreport.com, calling toll-free 1-877-322-8228, or 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 any of the credit reporting agencies below:

Equifax
PO Box 740241
Atlanta, GA 30374
www.equifax.com
888-766-0008

Experian
PO Box 9554
Allen, TX 75013
www.experian.com
888-397-3742

TransUnion
PO Box 2000
Chester, PA 19016
www.transunion.com
800-680-7289

If you believe you are the victim of identity theft, you should contact the proper law enforcement authorities, including local law enforcement, and you should consider contacting your state attorney general and/or the Federal Trade Commission ("FTC"). You also may contact the FTC to obtain additional information about avoiding identity theft.

Federal Trade Commission
Bureau of Consumer Protection
600 Pennsylvania Avenue NW
Washington, DC 20580
1-877-IDTHEFT (438-4338)
www.ftc.gov/idtheft

State Attorneys General: Information on how to contact your state attorney general may be found at www.naag.org/naag/attorneys-general/whos-my-ag.php.

You may obtain information from the FTC and the credit reporting agencies listed above about placing a fraud alert and/or credit freeze on your credit report.

IF YOU ARE A MARYLAND RESIDENT

You may obtain information about avoiding identity theft from the Maryland Attorney General's Office. This office can be reached at:

Office of the State of Maryland Attorney General
200 St. Paul Place
Baltimore, MD 21202
1-888-743-0023
www.marylandattorneygeneral.gov

IF YOU ARE A NEW MEXICO RESIDENT

Under New Mexico law, you also have the right to obtain a police report in regard to this incident. If you are the victim of identity theft, you also have the right to file a police report and obtain a copy of it. You may also consider placing a fraud alert message or security freeze on your credit file by calling the toll-free telephone numbers for each of the three national consumer credit reporting agencies listed above. A security freeze prohibits a credit reporting agency from releasing any information from a consumer's credit report without written authorization. However, please be aware that placing a security freeze on your credit report may delay, interfere with, or prevent the timely approval of any requests you make for new loans, credit, mortgages, employment, housing or other services.

If you have been a victim of identity theft and you provide the credit reporting agency with a valid police report, it cannot charge you to place, lift or remove a security freeze. Alternatively, if you are over the age of 65, then the fee will also be waived. In all other cases, a credit reporting agency may charge you up to \$10.00 each to place, temporarily lift, or permanently remove a security freeze. To place a security freeze on your credit file, you must send a written request to each of the three national consumer reporting agencies listed above by regular, certified or overnight mail. In order to request a security freeze, you will need to provide the following information:

1. Your full name (including middle initial as well as Jr., Sr., II, III, etc.);
2. Social Security number;
3. Date of birth;
4. If you have moved in the past five (5) years, provide the addresses where you have lived over the prior five years;
5. Proof of current address such as a current utility bill or telephone bill;
6. A legible photocopy of a government issued identification card (state driver's license or ID card, military identification, etc.);
7. If you are a victim of identity theft, include a copy of either the police report, investigative report, or complaint to a law enforcement agency concerning identity theft;
8. If you are not a victim of identity theft, include payment by check, money order, or credit card (Visa, MasterCard, American Express or Discover only). Do not send cash through the mail.

The credit reporting agencies have three (3) business days after receiving your request to place a security freeze on your credit report. The credit bureaus must also send written confirmation to you within five (5) business days and provide you with a unique personal identification number (PIN) or password, or both, that can be used by you to authorize the removal or lifting of the security freeze.

To lift the security freeze in order to allow a specific entity or individual access to your credit report, you must call or send a written request to the credit reporting agencies by mail and include proper identification (name, address, and Social Security number) and the PIN number or password provided to you when you placed the security freeze as well as the identities of those entities or individuals you would like to receive your credit report or the specific period of time you want the credit report available. The credit reporting agencies have three (3) business days after receiving your request to lift the security freeze for those identified entities or for the specified period of time.

To remove the security freeze, you must send a written request to each of the three credit bureaus by mail and include proper identification (name, address, and Social Security number) and the PIN number or password provided to you when you placed the security freeze. The credit bureaus have three (3) business days after receiving your request to remove the security freeze.

IF YOU ARE A NORTH CAROLINA RESIDENT

You may obtain information about avoiding identity theft from the North Carolina Attorney General's Office. This office can be reached at:

North Carolina Attorney General's Office
9001 Mail Service Center
Raleigh, NC 27699-9001
919-716-6400
www.ncdoj.gov

IF YOU ARE A RHODE ISLAND RESIDENT

You may obtain information about avoiding identity theft from the Rhode Island Attorney General's Office. This office can be reached at:



Office of the State of Rhode Island Attorney General
150 South Main Street
Providence, RI 02903
www.riag.ri.gov
401-274-4400

Under Rhode Island law, you also have the right to obtain a police report in regard to this incident. If you are the victim of identity theft, you also have the right to file a police report and obtain a copy of it. You may also consider placing a fraud alert message or security freeze on your credit file by calling the toll-free telephone numbers for each of the three national consumer credit reporting agencies listed above. A security freeze prohibits a credit reporting agency from releasing any information from a consumer's credit report without written authorization. However, please be aware that placing a security freeze on your credit report may delay, interfere with, or prevent the timely approval of any requests you make for new loans, credit, mortgages, employment, housing or other services.

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What Information Was Involved

Based on our investigation to date, we have determined that the payment card information of customers who completed a purchase on the delta.com desktop platform between Sept. 26, 2017 and Oct. 12, 2017 may have been exposed. Our records indicate that a purchase may have been made for you during this time frame. As a result, information relating to the payment card used for that purchase may have been exposed, including name, address, payment card number, CVV number, and expiration date. No other customer personal information, such as passport, government ID, security or SkyMiles information was impacted.

What We Are Doing

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Delta is committed to protecting your personal information and, out of an abundance of caution, is offering you a paid subscription for AllClear ID credit monitoring and identity theft protection services for two years at no cost to you. Information on how to enroll in these services is included with this notice.

The latest information will be available to you at delta.com/response.

What You Can Do

We encourage you to enroll in the AllClear ID credit monitoring and identity theft protection services being offered to you free of charge for two years. In addition, please see the attached Identity Theft Prevention Tips and related state-specific information. This information provides additional steps you can take to help protect your personal information from potential unauthorized use. If you believe your card has been used to make a fraudulent purchase, please contact the card issuer immediately and follow their instructions.

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Sincerely,



Deborah Wheeler
VP, Chief Information Security Officer

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Please note: Following enrollment, additional steps are required by you in order to activate your phone alerts and fraud alerts, and to pull your credit score and credit file. Additional steps may also be required in order to activate your monitoring options.



Identity Theft Prevention Tips

We recommend that you remain vigilant for incidents of fraud and identity theft by reviewing account statements and monitoring your credit reports. You may obtain a free copy of your credit report from each company listed below once every 12 months by requesting your report online at www.annualcreditreport.com, calling toll-free 1-877-322-8228, or 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 any of the credit reporting agencies below:

Equifax
PO Box 740241
Atlanta, GA 30374
www.equifax.com
888-766-0008

Experian
PO Box 9554
Allen, TX 75013
www.experian.com
888-397-3742

TransUnion
PO Box 2000
Chester, PA 19016
www.transunion.com
800-680-7289

If you believe you are the victim of identity theft, you should contact the proper law enforcement authorities, including local law enforcement, and you should consider contacting your state attorney general and/or the Federal Trade Commission ("FTC"). You also may contact the FTC to obtain additional information about avoiding identity theft.

Federal Trade Commission
Bureau of Consumer Protection
600 Pennsylvania Avenue NW
Washington, DC 20580
1-877-IDTHEFT (438-4338)
www.ftc.gov/idtheft

State Attorneys General: Information on how to contact your state attorney general may be found at www.naag.org/nang/attorneys-general/whos-my-ag.php.

You may obtain information from the FTC and the credit reporting agencies listed above about placing a fraud alert and/or credit freeze on your credit report.

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You may obtain information about avoiding identity theft from the Maryland Attorney General's Office. This office can be reached at:

Office of the State of Maryland Attorney General
200 St. Paul Place
Baltimore, MD 21202
1-888-743-0023
www.marylandattorneygeneral.gov

IF YOU ARE A NEW MEXICO RESIDENT

Under New Mexico law, you also have the right to obtain a police report in regard to this incident. If you are the victim of identity theft, you also have the right to file a police report and obtain a copy of it. You may also consider placing a fraud alert message or security freeze on your credit file by calling the toll-free telephone numbers for each of the three national consumer credit reporting agencies listed above. A security freeze prohibits a credit reporting agency from releasing any information from a consumer's credit report without written authorization. However, please be aware that placing a security freeze on your credit report may delay, interfere with, or prevent the timely approval of any requests you make for new loans, credit, mortgages, employment, housing or other services.

If you have been a victim of identity theft and you provide the credit reporting agency with a valid police report, it cannot charge you to place, lift or remove a security freeze. Alternatively, if you are over the age of 65, then the fee will also be waived. In all other cases, a credit reporting agency may charge you up to \$10.00 each to place, temporarily lift, or permanently remove a security freeze. To place a security freeze on your credit file, you must send a written request to each of the three national consumer reporting agencies listed above by regular, certified or overnight mail. In order to request a security freeze, you will need to provide the following information:

1. Your full name (including middle initial as well as Jr., Sr., II, III, etc.);
2. Social Security number;
3. Date of birth;
4. If you have moved in the past five (5) years, provide the addresses where you have lived over the prior five years;
5. Proof of current address such as a current utility bill or telephone bill;
6. A legible photocopy of a government issued identification card (state driver's license or ID card, military identification, etc.);
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8. If you are not a victim of identity theft, include payment by check, money order, or credit card (Visa, MasterCard, American Express or Discover only). Do not send cash through the mail.

The credit reporting agencies have three (3) business days after receiving your request to place a security freeze on your credit report. The credit bureaus must also send written confirmation to you within five (5) business days and provide you with a unique personal identification number (PIN) or password, or both, that can be used by you to authorize the removal or lifting of the security freeze.

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North Carolina Attorney General's Office
9001 Mail Service Center
Raleigh, NC 27699-9001
919-716-6400
www.ncdoj.gov

IF YOU ARE A RHODE ISLAND RESIDENT

You may obtain information about avoiding identity theft from the Rhode Island Attorney General's Office. This office can be reached at:



Office of the State of Rhode Island Attorney General
150 South Main Street
Providence, RI 02903
www.riag.ri.gov
401-274-4400

Under Rhode Island law, you also have the right to obtain a police report in regard to this incident. If you are the victim of identity theft, you also have the right to file a police report and obtain a copy of it. You may also consider placing a fraud alert message or security freeze on your credit file by calling the toll-free telephone numbers for each of the three national consumer credit reporting agencies listed above. A security freeze prohibits a credit reporting agency from releasing any information from a consumer's credit report without written authorization. However, please be aware that placing a security freeze on your credit report may delay, interfere with, or prevent the timely approval of any requests you make for new loans, credit, mortgages, employment, housing or other services.

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1. Your full name (including middle initial as well as Jr., Sr., II, III, etc.);
2. Social Security number;
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5. Proof of current address such as a current utility bill or telephone bill;
6. A legible photocopy of a government issued identification card (state driver's license or ID card, military identification, etc.);
7. If you are a victim of identity theft, include a copy of either the police report, investigative report, or complaint to a law enforcement agency concerning identity theft;
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