

June 10, 2021

Attorney General Aaron Frey  
Maine Office of the Attorney General  
State House Station 6  
Augusta, ME 04333

To whom it may concern,

We are writing on behalf of our client Volkswagen Group of America, Inc., including its operating divisions, Audi of America and Volkswagen of America (together “VWGoA”) regarding a security incident that affects residents of your state.

On March 10, 2021, VWGoA was alerted that an unauthorized third party may have obtained certain customer information. VWGoA immediately commenced an investigation to determine the nature and scope of this event. VWGoA also contacted federal law enforcement and retained outside data analytics and cybersecurity consultants. The investigation confirmed in early May 2021 that a third party obtained limited personal information received from or about United States and Canadian customers and interested buyers from a vendor used by Audi, Volkswagen, and some authorized dealers. This included information gathered for sales and marketing purposes from 2014 to 2019. VWGoA believes the data was obtained when the vendor left electronic data unsecured at some point between August 2019 and May 2021, when VWGoA identified the source of the incident. VWGoA discovered the information at issue included more sensitive personal information on or about May 24, 2021. VWGoA completed the analysis to identify which specific individuals were impacted on or about June 7, 2021.

This incident involves over 3.3 million individuals. For over 97% of the individuals, the exposed information consists solely of contact and vehicle information relating to Audi customers and interested buyers, including some or all of the following contact information: first and last name, personal or business mailing address, email address, or phone number. In some instances, the data also includes information about a vehicle purchased, leased, or inquired about, such as the Vehicle Identification Number (VIN), make, model, year, color, and trim packages.

For approximately 90,000 Audi customers or interested buyers, the data also includes more sensitive information relating to eligibility for a purchase, loan, or lease. Nearly all of the more sensitive data (over 95%) consists of driver’s license numbers. A very small number of records include data such as dates of birth, Social Security or social insurance numbers, account or loan

numbers, and tax identification numbers. VWGoA has retained IDX to offer free credit protection services to these approximately 90,000 individuals, which includes the following services for individuals who choose to enroll: twenty-four (24) months of triple bureau credit monitoring services, \$1 million of insurance, and assistance in the event of identity theft.

Based on VWGoA's investigation to date, the number of individuals impacted in your state is:

Number of individuals with only contact and vehicle information impacted: 6,306

Number of individuals with more sensitive personal information impacted: 131

Please note, VWGoA is verifying addresses against the National Change of Address database so these numbers may change slightly.

VWGoA will begin notifying affected individuals on June 11, 2021, regardless of the sensitivity of the data, and will include reminders to remain alert for suspicious emails or other communications. Individuals will receive one of the two sample letters attached from either Audi of America or Volkswagen of America. VWGoA will direct one letter toward individuals whose contact and vehicle information was impacted, and the other toward individuals whose more sensitive information was also impacted. VWGoA is also notifying the three major credit reporting agencies.

Protecting the security of personal information is of the utmost importance to VWGoA and VWGoA sincerely regrets any inconvenience this incident has caused. VWGoA is conducting a full security review with the vendor to identify if further security enhancements are reasonable and appropriate.

If you have any questions, please feel free to contact me at +1 202.457.6407 or [elliott.golding@squirepb.com](mailto:elliott.golding@squirepb.com).

Sincerely,

Squire Patton Boggs (US) LLP



Elliot R. Golding