



C/O IDX
P.O Box 989728
West Sacramento, CA 95798-9728

<<FirstName>> <<LastName>>
<<Address1>>
<<Address2>>
<<City>>, <<State>> <<Zip>>

June 14, 2021

Notice of Data Security Incident

Dear <<FirstName>> <<LastName>>,

What happened?

On March 10, 2021, we were alerted that an unauthorized third party may have obtained certain customer information. We immediately commenced an investigation to determine the nature and scope of this event. The investigation confirmed that the third party obtained limited personal information received from or about customers and interested buyers from a vendor used by Audi, Volkswagen, and some authorized dealers in the United States and Canada. This included information gathered for sales and marketing purposes from 2014 to 2019. We believe the data was obtained when the vendor left electronic data unsecured at some point between August 2019 and May 2021, when we identified the source of the incident.

We have confirmed that your personal information was included in this incident.

What information was included?

The data included some or all of the following contact information about you: first and last name, personal or business mailing address, email address, or phone number. In some instances, the data also included information about a vehicle purchased, leased, or inquired about, such as the Vehicle Identification Number (VIN), make, model, year, color, and trim packages.

What are we doing?

We take the safeguarding of your information very seriously. We have informed the appropriate authorities, including law enforcement and regulators. We are working with external cybersecurity experts to assess and respond to this situation and have taken steps to address the matter with the vendor. As a result of this incident, we have also partnered with IDX to provide you this notification.

What can you do?

As contact information was involved, please remain alert for suspicious emails or other communications that might ask for more information about you or your vehicle (commonly known as “phishing”). In particular:

- Look out for spam emails or other communications requesting sensitive personal information. **We will never request sensitive personal information (such as credit card numbers, Social Security numbers, or passwords) through email or telephone communications.**
- Be cautious when opening links or attachments from unsolicited third parties. Unsolicited emails could contain computer viruses or other types of computer malware.

For more information:

Please call (833) 406-2408 Monday through Friday from 9 am - 9 pm Eastern Time or go to <https://response.idx.us/audivwdataprotect> for assistance or for any additional questions you may have.

Sincerely,

A handwritten signature in black ink that reads "Daniel Weissland". The signature is written in a cursive style with a large initial 'D'.

Daniel Weissland
President
Audi of America