



2155 E GoDaddy Way | Tempe, AZ 85284

June 1, 2022

BY EMAIL

Office of the Attorney General
200 St. Paul Plaza
Baltimore, MD 21202
idtheft@oag.state.md.us

To Whom It May Concern:

On behalf of GoDaddy.com, LLC ("GoDaddy" or the "Company"), and pursuant to Md. Code, Comm. Law § 14-3504(h), this letter provides notice of a cybersecurity incident affecting two Maryland consumers.

By way of background, GoDaddy is an Internet domain registrar, registry, and web hosting company operating in the United States.

GoDaddy recently learned that certain employees of two third-party companies that GoDaddy contracts with to provide telephone customer service to GoDaddy customers had sent certain customers' credit card information outside of GoDaddy's corporate environment, without authorization and contrary to company policy.

GoDaddy began an investigation into the incident immediately after receiving a customer complaint. GoDaddy and its vendors took immediate steps to investigate and contain the incident as soon as we identified the unauthorized, criminal activity of our vendors' employees. In coordination with our vendors, we have reported the employees who engaged in this activity (all of whom are located outside of the United States) to law enforcement, and terminated their access to GoDaddy's systems. We are cooperating in law enforcement's ongoing investigation.

Our investigation to date has determined that this unauthorized activity took place between March 14, 2022, and May 4, 2022. The information acquired included name, credit card number, CVV, expiration date, and billing information.

We are offering individuals whose information was exposed complimentary identity theft and credit monitoring services through Equifax.

Attached is a sample of the notification email we sent to the affected Maryland residents.

GoDaddy takes the protection of personal information seriously, and is committed to answering any questions that your office may have. Please do not hesitate to contact me at 617-510-1234 or odpo@godaddy.com.

Respectfully yours,

Serena Lai
Director, Legal Affairs

Attachment

Subject Line: Security Incident impacting your GoDaddy account

On May 5, 2022, GoDaddy was informed by our third-party care center partner that an agent of theirs retained a copy of your credit card information and billing address outside of our approved systems, in violation of GoDaddy's strict security policies.

We are very sorry this incident happened. We can confirm that our care center partner has removed the agent's access to GoDaddy systems and reported the incident to law enforcement who detained the agent for further investigation.

Please monitor for any suspicious charges on your credit card(s) and/or consider contacting your card provider to get a new credit card issued.

We also want to offer you 1-year of complimentary credit monitoring. Please see below for instructions on enrollment.

As an additional recommendation, we encourage you to maintain the highest security for your account by adding two-step authentication. Details for enabling this can be found here: <https://www.godaddy.com/help/enable-two-step-verification-7502?>

We're sorry for inconvenience this may cause. Thank you for being a valued customer.



Enter your Activation Code: **<Activation Code>**

Enrollment Deadline: **May 31, 2022**

Equifax Complete™ Premier

*Note: You must be over age 18 with a credit file to take advantage of the product

Key Features

- Annual access to your 3-bureau credit report and VantageScore¹ credit scores
- Daily access to your Equifax credit report and 1-bureau VantageScore credit score
- 3-bureau credit monitoring² with email notifications of key changes to your credit reports
- WebScan notifications³ when your personal information, such as Social Security Number, credit/debit card or bank account numbers are found on fraudulent Internet trading sites
- Automatic fraud alerts⁴, which encourages potential lenders to take extra steps to verify your identity before extending credit, plus blocked inquiry alerts and Equifax credit report lock⁵
- Identity Restoration to help restore your identity should you become a victim of identity theft, and a dedicated Identity Restoration Specialist to work on your behalf
- Up to \$1,000,000 of identity theft insurance coverage for certain out of pocket expenses resulting from identity theft⁶.
- Lost Wallet Assistance if your wallet is lost or stolen, and one-stop assistance in canceling and reissuing credit, debit and personal identification cards.

Enrollment Instructions

Go to www.equifax.com/activate

Enter your unique Activation Code of **<Activation Code>** then click "Submit"

1. Register:

Complete the form with your contact information and click "Continue".

If you already have a myEquifax account, click the 'Sign in here' link under the "Let's get started" header.

Once you have successfully signed in, you will skip to the Checkout Page in Step 4

2. Create Account:

Enter your email address, create a password, and accept the terms of use.

3. Verify Identity:

To enroll in your product, we will ask you to complete our identity verification process.

4. Checkout:

Upon successful verification of your identity, you will see the Checkout Page.

Click 'Sign Me Up' to finish enrolling.

You're done!

The confirmation page shows your completed enrollment.

Click "View My Product" to access the product features.

¹The credit scores provided are based on the VantageScore® 3.0 model. For three-bureau VantageScore credit scores, data from Equifax®, Experian®, and TransUnion® are used respectively. Any one-bureau VantageScore uses Equifax data. Third parties use many different types of credit scores and are likely to use a different type of credit score to assess your creditworthiness.

²Credit monitoring from Experian and TransUnion will take several days to begin.

³WebScan searches for your Social Security Number, up to 5 passport numbers, up to 6 bank account numbers, up to 6 credit/debit card numbers, up to 6 email addresses, and up to 10 medical ID numbers. WebScan searches thousands of Internet sites where consumers' personal information is suspected of being bought and sold, and regularly adds new sites to the list of those it searches. However, the Internet addresses of these suspected Internet trading sites are not published and frequently change, so there is no guarantee that we are able to locate and search every possible Internet site where consumers' personal information is at risk of being traded.

⁴The Automatic Fraud Alert feature is made available to consumers by Equifax Information Services LLC and fulfilled on its behalf by Equifax Consumer Services LLC.

⁵Locking your Equifax credit report will prevent access to it by certain third parties. Locking your Equifax credit report will not prevent access to your credit report at any other credit reporting agency. Entities that may still have access to your Equifax credit report include: companies like Equifax Global Consumer Solutions, which provide you with access to your credit report or credit score, or monitor your credit report as part of a subscription or similar service; companies that provide you with a copy of your credit report or credit score, upon your request; federal, state and local government agencies and courts in certain circumstances; companies using the information in connection with the underwriting of insurance, or for employment, tenant or background screening purposes; companies that have a current account or relationship with you, and collection agencies acting on behalf of those whom you owe; companies that authenticate a consumer's identity for purposes other than granting credit, or for investigating or preventing actual or potential fraud; and companies that wish to make pre-approved offers of credit or insurance to you. To opt out of such pre-approved offers, visit www.optoutprescreen.com

⁶The Identity Theft Insurance benefit is underwritten and administered by American Bankers Insurance Company of Florida, an Assurant company, under group or blanket policies issued to Equifax, Inc., or its respective affiliates for the benefit of its Members. Please refer to the actual policies for terms, conditions, and exclusions of coverage. Coverage may not be available in all jurisdictions.