



Office of the Attorney General
Attn: Security Breach Notification
200 St. Paul Place
Baltimore, MD 21202

Via electronic mail: Idtheft@oag.state.md.us

October 25, 2022

Re: Notice of Security Incident

To Whom It May Concern:

I am writing on behalf of Zazzle Inc. (“Zazzle”), to inform you of a ‘credential stuffing’ incident affecting Zazzle accounts. The impacted data includes email addresses, passwords, and other data contained in the compromised accounts, such as mailing address that are available to authenticated users.

Zazzle has determined that on September 22, 2022, Zazzle’s website was the subject of a ‘credential stuffing’ attack. Zazzle detected the attack on September 22, 2022. Following additional investigation, Zazzle determined that 17 Zazzle accounts were potentially impacted, two of which accounts for Maryland residents.

Zazzle identified unusual activity on its login portal, and Zazzle’s existing security controls, provisioned by a third-party provider, automatically altered the login process to include a CAPTCHA, which eliminated the unusual activity. In response to the incident, Zazzle reset the passwords for all potentially impacted accounts and is currently evaluating additional safeguards and organizational measures to deter these attacks going forward. Zazzle is unaware of any criminal complaints regarding this incident.

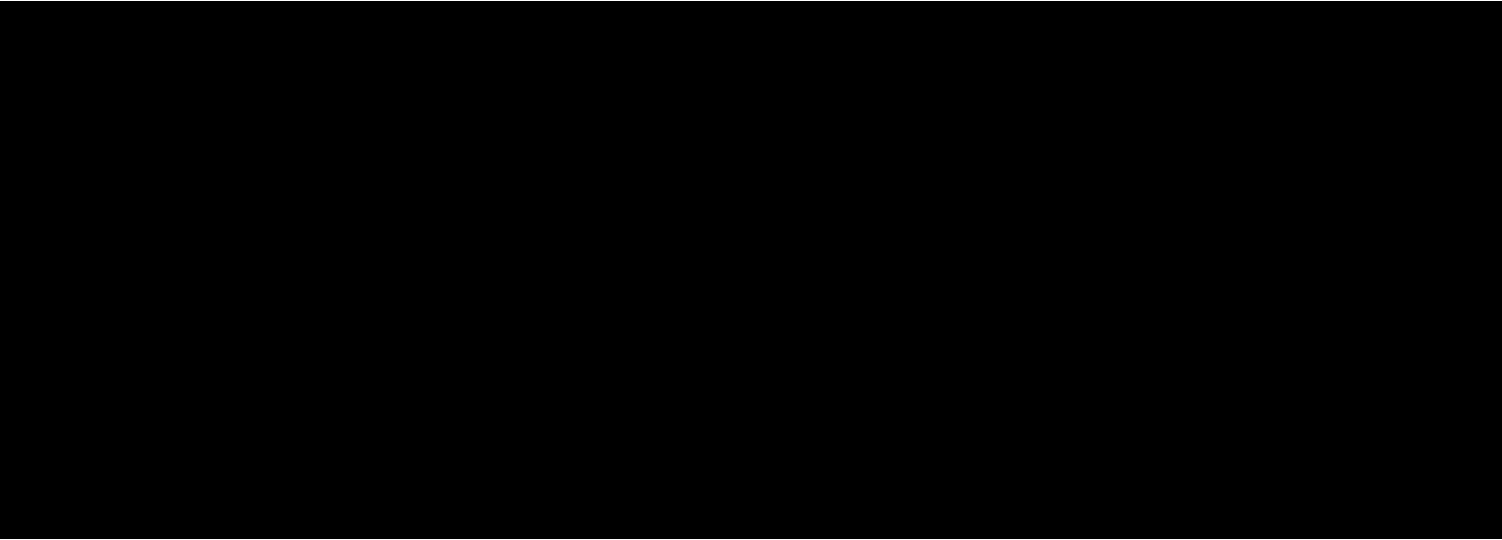
Given the nature of the attacks, Zazzle presumes the usernames (email addresses) and passwords used were obtained from a data breach of some other website(s). Due to the nature of the information in the compromised accounts, and the activity during the duration of the incident, Zazzle does not believe this incident is likely to result in a risk to the rights and freedoms of natural persons. Nonetheless Zazzle is

providing notice to relevant regulators and will be sending notice to the affected users – a copy of that notice is attached hereto.

If you have any questions or require additional information, please feel free to contact me at 301-580-9609 or michael.mulshine@zazzle.com.

Sincerely,

Michael Mulshine
Privacy & Product Counsel
Zazzle Inc.
1200 Chestnut St.
Menlo Park, CA 94025



Dear Zazzle User:

We take security extremely seriously at Zazzle and wanted to let you know that on September 22, 2022, our Security Team detected potentially unauthorized login attempts to Zazzle accounts, including one using your Zazzle username (email address) and password. Given the nature of the incident, Zazzle believes that the usernames and passwords used in the incident, including yours, were obtained from a data breach of some other website.

To further safeguard your data, we have reset your password. If you have not already, the next time you visit Zazzle you will be prompted to choose a new password for your account. If you use the same login credentials on other websites or online accounts, we recommend that you reset your password on those websites and online accounts as well. We are making this notification to you today as a proactive measure for your safety and security.

Zazzle values its community of users, designers, associates and makers above all else, and will continue to put the right measures in place to maintain the security of your information. Should you have any questions or other concerns about this matter, please don't hesitate to contact us at:

Email: password.reset@zazzle.com

Phone: 1 (888) 892-9953

1200 Chestnut St, Menlo Park, CA 94025

Sincerely, Your Zazzle Team

