

June 23, 2023



Via Email: idtheft@oag.state.md.us

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

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Houston, Texas 77010-3095
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Re: Legal Notice of Data Security Incident

Dear Sir or Madam:

I am writing on behalf of my client, Southwest Airlines Co. ("Southwest"), to inform you of a cybersecurity incident involving a third-party vendor ("Vendor") that manages certain airlines' pilot application and recruitment portals, including Southwest's. This incident was limited to the Vendor's systems and at no point impacted Southwest's systems, network or technology.

On May 3, 2023, the Vendor notified Southwest that it had detected a cybersecurity incident (the "Incident"). Upon receiving notification regarding the Incident, Southwest immediately launched an investigation, notified law enforcement, and worked with the Vendor to obtain additional information and respond to the Incident. According to the Vendor, an unauthorized actor gained access to the Vendor's cloud environment on or around April 30, 2023, and temporarily obtained files uploaded by some pilot applicants. Southwest conducted a robust review of the data and determined that the files contained certain pilot applicants' personal information, including names, Social Security numbers, airman certificate numbers, driver's license numbers, passport numbers, and other government-issued identification numbers.

Today, June 23, 2023, Southwest will begin mailing notification letters to sixty-three (63) Maryland residents and will be offering 24 months of complimentary credit monitoring and fraud protection services. A copy of the form of the notice letter is attached. Additionally, Southwest is also providing a telephone number for the recipients to provide support and answer additional questions regarding the Incident.

Southwest is no longer utilizing the Vendor portal and Southwest pilot applicants are now being directed to an internal portal managed by Southwest.

If you have any questions or need further information regarding the Incident, please do not hesitate to contact me.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'Will Daugherty'.

Will Daugherty
Enclosure

Norton Rose Fulbright US LLP is a limited liability partnership registered under the laws of Texas.

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<<Name >>
<<Address 1>>
<<Address 2>>
<<City>><<State>><<Zip>>

June 23, 2023

RE: Notice of Data Security Incident

Dear <<Name >>:

We wanted to make you aware of a cybersecurity incident that affected a third-party vendor known as pilotcredentials.com which manages certain airlines' Pilot application and recruitment portals, including Southwest Airlines. This letter is to provide you with details of what happened, the measures we have taken in response, and to provide you with details on proactive steps you may consider to help protect your information.

What Happened? On May 3, 2023, Southwest learned that the third-party vendor experienced a data security incident involving certain files within its system. Southwest immediately launched an investigation and worked with the third-party vendor to obtain more information and respond to the incident. This incident was solely limited to the third-party vendor's systems. Southwest did not experience a cybersecurity incident, and no Southwest networks or systems were affected or compromised. According to the third-party vendor, an unauthorized actor accessed the third-party vendor's systems on or around April 30, 2023 and obtained certain files provided by some Pilot applicants. Southwest conducted a robust review of the files involved to identify individuals whose personal information may have been involved.

What Information Was Involved? Our investigation determined that the data involved contained some of your personal information, including your name, <<Data Elements>>.

What We Are Doing. At this time, we have no evidence to suggest that the affected information was targeted or misused for purposes of fraud or identity theft. Southwest takes the privacy of personal information seriously, and although this incident occurred outside our network, we want the impacted Pilots or applicants to know that we are here to support them. Accordingly, we are no longer utilizing the vendor, and, moving forward, Pilot applicants are being directed to an internal portal managed by Southwest. We have also notified law enforcement and continue to support their investigation.

As an additional precaution, we are offering you a complimentary two-year membership of Equifax Complete™ Premier. This product helps detect possible misuse of your personal information and provides you with identity protection support focused on immediate identification and resolution of identity theft. Equifax Complete™ Premier is completely free to you and enrolling in this program will not hurt your credit score.

What You Can Do. For more information on Equifax Complete™ Premier, including instructions on how to activate your complimentary two-year membership, as well as information on additional steps you can take in response to this incident, please see the pages that follow this letter.

For More Information. Southwest takes the security of personal information seriously, and we apologize for any concern this incident may cause. If you have any further questions regarding this incident, please call 877-792-4792 Monday through Friday between 7:00 a.m. to 7:00 p.m. CST, excluding major U.S. holidays. You may also email us at ESC@wnco.com.

Sincerely,

A handwritten signature in black ink that reads "Lindsey Lang". The script is fluid and cursive, with the first name and last name clearly distinguishable.

Lindsey Lang
Vice President
People



<FIRST NAME> <LAST NAME>

Enter your Activation Code: <ACTIVATION CODE>

Enrollment Deadline: <DEADLINE MMMM DD, YYYY>

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” and follow these 4 steps:

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.co 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.

ADDITIONAL INFORMATION GUIDE

Equifax	Experian	TransUnion
Phone: 1-800-685-1111 P.O. Box 740256 Atlanta, Georgia 30348 equifax.com	Phone: 1-888-397-3742 P.O. Box 9554 Allen, Texas 75013 experian.com	Phone: 1-888-909-8872 P.O. Box 105281 Atlanta, GA 30348-5281 transunion.com

Free Credit Report. We remind you to be vigilant for incidents of fraud or identity theft by reviewing your account statements and free credit reports for any unauthorized activity. You may obtain a copy of your credit report, free of charge, once every 12 months from each of the three nationwide credit reporting companies. To order your annual free credit report, please visit annualcreditreport.com or call toll free at 877-322-8228. You can also order your annual free credit report by mailing a completed Annual Credit Report Request Form (available from the U.S. Federal Trade Commission's (FTC) website at consumer.ftc.gov) to: Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348-5281.

For Colorado, Georgia, Maine, Maryland, Massachusetts, New Jersey, Puerto Rico, and Vermont residents: You may obtain one or more (depending on the state) additional copies of your credit report, free of charge. You must contact each of the credit reporting agencies directly to obtain such additional report(s).

Security Freeze. Security freezes, also known as credit freezes, restrict access to your credit file, making it harder for identity thieves to open new accounts in your name. You can freeze and unfreeze your credit file for free. You also can get a free freeze for your children who are under 16. And if you are someone's guardian, conservator or have a valid power of attorney, you can get a free freeze for that person, too.

How will these freezes work? Contact all three of the nationwide credit reporting agencies Equifax, Experian, and TransUnion. If you request a freeze online or by phone, the agency must place the freeze within one business day. If you request a lift of the freeze, the agency must lift it within one hour. If you make your request by mail, the agency must place or lift the freeze within three business days after it gets your request. You also can lift the freeze temporarily without a fee.

Don't confuse freezes with locks. They work in a similar way, but locks may have monthly fees. If you want a free freeze guaranteed by federal law, then opt for a freeze, not a lock.

The following information must be included when requesting a security freeze (note that if you are requesting a credit report for your spouse, this information must be provided for him/her as well): (1) full name, with middle initial and any suffixes; (2) Social Security number; (3) date of birth; (4) current address and any previous addresses for the past five years; and (5) any applicable incident report or complaint with a law enforcement agency or the Registry of Motor Vehicles. The request must also include a copy of a government-issued identification card and a copy of a recent utility bill or bank or insurance statement. It is essential that each copy be legible and display your name, current mailing address and date of issue.

For New Mexico residents: You may obtain a security freeze on your credit report to protect your privacy and ensure that credit is not granted in your name without your knowledge. You may submit a declaration of removal to remove information placed in your credit report as a result of being a victim of identity theft. You have a right to place a security freeze on your credit report or submit a declaration of removal pursuant to the Fair Credit Reporting and Identity Security Act.

For Colorado and Illinois residents: You may obtain information from the credit reporting agencies and the FTC about security freezes. **Fraud Alerts.** A fraud alert tells businesses that check your credit that they should check with you before opening a new account. As of Sept. 18, 2018, when you place a fraud alert, it will last one year, instead of 90 days. Fraud alerts will still be free and identity theft victims can still get an extended fraud alert for seven years.

For Colorado and Illinois residents: You may obtain additional information from the credit reporting agencies and the FTC about fraud alerts.

FTC and State Attorneys General Offices. You can further educate yourself regarding identity theft, fraud alerts, security freezes, and the steps you can take to protect yourself by contacting the consumer reporting agencies, the FTC, or your state Attorney General. The FTC can be reached at: 600 Pennsylvania Avenue NW, Washington, DC 20580; identitytheft.gov; 877-ID-THEFT (877-438-4338); TTY: 866-653-4261. The FTC also encourages those who discover that their information has been misused to file a complaint with them. You can obtain further information on how to file such a complaint by way of the contact information listed above.

For Connecticut Residents: You may contact and obtain information from your state attorney general at: Connecticut Attorney General's Office, 55 Elm Street, Hartford, CT 06106, 860-808- 5318, ct.gov/ag

For District of Columbia Residents: You may contact the Office of the Attorney General for the District of Columbia, 441 4th Street NW, Suite 1100 South, Washington, D.C. 20001, oag.dc.gov, 202-442-9828

For Maryland Residents: You may contact the Maryland Office of the Attorney General, Consumer Protection Division, 200 St. Paul Place, Baltimore, MD 21202, oag.state.md.us, 888-743-0023

For New York Residents: You may contact the New York Department of State Division of Consumer Protection, One Commerce Plaza, 99 Washington Ave., Albany, NY 12231-0001, 518-474-8583 / 800-697-1220, dos.ny.gov/consumerprotection; and New York State Office of the Attorney General, The Capitol, Albany, NY 12224-0341, 800-771-7755, ag.ny.gov

For North Carolina residents: You may contact the North Carolina Office of the Attorney General, Consumer Protection Division, 9001 Mail Service Center, Raleigh, NC 27699-9001, ncdoj.gov, 877-566-7226

For Rhode Island Residents: You may contact the Rhode Island Office of the Attorney General, 150 South Main Street, Providence, RI 02903, riag.ri.gov, 401-274-4400

Obtaining a police report. You have the right to obtain any police report filed in the United States in regard to this incident. If you are the victim of fraud or identity theft, you also have the right to file a police report.

For Iowa residents: You are advised to report any suspected identity theft to law enforcement or to the Iowa Attorney General.

For Massachusetts residents: You have the right to obtain a police report if you are a victim of identity theft. You also have a right to file a police report and obtain a copy of it.

For Oregon residents: You are advised to report any suspected identity theft to law enforcement, the Federal Trade Commission, and the Oregon Attorney General.

For Rhode Island residents: You have the right to file or obtain a police report regarding this incident.