

MRichardson@brownrudnick.com

Generator Hostels Limited

27-29 Glasshouse Street London W1B 5DF United Kingdom

Date: December 5, 2024

NOTICE OF DATA BREACH

## What Happened?

In the spring of 2024, we identified that an unauthorized (and unknown) person gained access to the email account of two of our employees by using a deceptive email address. We determined that the unauthorized access lasted from February 7, 2024 until April 29, 2024, when the affected employee's account password was changed. It is possible the access began before February 7, but our records only went back as far as that date. There is no evidence that any files were downloaded by this unauthorized person.

### What Information Was Involved?

Your name, mailing address, and social security number were involved in this data breach.

# What We Are Doing.

Since becoming aware of the breach, we have taken the following steps to ensure that such an incident does not happen again: changed the passwords of the affected accounts; and enabled multifactor authentication for all employee accounts.

Stay vigilant and alert for phishing attempts that attempt to impersonate the tone, imagery, and branding of legitimate Generator attempts to contact you. We will never call you and ask for your personal information. Enable Two-Factor Authentication for all your accounts. Keep in mind that Generator will never ask you to share your any password or two-factor authentication. Monitor your account statements and free credit reports (typically offered annually by major consumer reporting agencies). You can also obtain information on preventing identity theft from the regulatory sources provided below, including, but not limited to, how to register and obtain fraud alerts and security freezes at no charge. More information on security freezes can be found here, https://www.mass.gov/how-to/request-a-credit-report-security-freeze.

# What You Can Do.

In response to the incident, we are providing you with access to Single Bureau Credit Monitoring/Single Bureau Credit Report/Single Bureau Credit Score services at no charge. These services provide you with alerts for twenty-four (24) months from the date of enrollment when changes occur to your credit file. This notification is sent to you the same day that the change or update takes place with the bureau. Finally, we are providing you with proactive fraud assistance to help with any questions that you might have or in the event that you become a victim of fraud. These services will be provided by Cyberscout, a TransUnion company specializing in fraud assistance and remediation services.



To enroll in Credit Monitoring services at no charge, please log on to <a href="https://bfs.cyberscout.com/activate">https://bfs.cyberscout.com/activate</a> and follow the instructions provided. When prompted please provide the following code (which is unique to you) to receive services: <a href="https://credit.org/credit.org/">CODE HERE</a>

In order for you to receive the monitoring services described above, you must enroll within 90 days from the date of this letter. The enrollment requires an internet connection and e-mail account and may not be available to minors under the age of 18 years of age. Please note that when signing up for monitoring services, you may be asked to verify personal information for your own protection to confirm your identity.

You also have the right to a copy of the police report regarding this breach, to the extent one was filed in relation to the Breach.

#### Other Important Information

While we genuinely do not believe there is a risk of harm to any of our customers because of this breach, below please find the contact information for relevant consumer reporting agencies and federal and state-based regulators who can provide you with additional information and resources to better avoid any further incidents occurring. Please note that the issuance of this notice has not been delayed by any law enforcement investigation.

### **Major Consumer Reporting Agencies**

**Equifax** 

1550 Peachtree Street N.W. Atlanta, Georgia 30309 https://www.equifax.com/personal/contact-us/

Toll Free: 1-888-378-4329

Experian

475 Anton Blvd.
Costa Mesa, California 92626
https://www.experian.com/help/

Toll Free: 1-888-397-3742

TransUnion

555 West Adams Street Chicago, Illinois 60661

https://www.transunion.com/customer-support/contact-us-

consumers?atvy=%7B%22201363%22%3A%22Experience+B%22%7D

Toll Free: 1-888-806-1627

#### **Federal Trade Commission**

Bureau of Consumer Protection 600 Pennsylvania Avenue, NW Washington, DC 20580

https://www.ftc.gov/about-ftc/bureaus-offices/bureau-consumer-protection/about-bureau-consumer-protection

Toll Free: 1-877-382-4357

The Massachusetts Attorney General can be contacted at: Massachusetts Office of the Attorney General, Data Privacy and Security Division, Attn: Data Breach Notification, One Ashburton Place, Boston, MA 02108; 1-617-727-8400. For more information, please visit the Attorney General's website, <a href="https://www.mass.gov/protecting-yourself-if-your-identity-is-stolen">https://www.mass.gov/protecting-yourself-if-your-identity-is-stolen</a>.

The Massachusetts Office of Consumer Affairs and Business Regulation, Attn: Undersecretary Layla R.



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D'Emilia, 501 Boylston Street, Suite 5100, Boston, MA 02116; 617-973-8787; and toll free at 888-283-3757. For more information, please visit the Office of Consumer Affairs website, <a href="https://www.mass.gov/identity-theft-data-privacy-and-cyber-security">https://www.mass.gov/identity-theft-data-privacy-and-cyber-security</a>.

For More Information.

Our contact information is above, but you can also reach us (via Cyberscout) toll-free at 1-800-

405-6108.

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