

Play Spree Limited

18-20 North Quay
Douglas
IM1 4LE, Isle of Man

Date: December 4, 2024



NOTICE OF DATA BREACH

What Happened?

On October 25, 2024, a customer of Play Spree Limited ("Spree") was sent an incorrect hyperlink to a Box folder because of user error by a Spree customer service representative. The link was intended to collect the customer's information for identity verification prior to receiving a prize. Instead, the customer received a link to a Box folder that contained the information of approximately 230 people. The customer promptly informed Spree about incorrect link that was received. The technical issue leading to the erroneous link was corrected on October 25, 2024, and the customer's access to the Box folder was terminated at the same time. While some of the data in the Box folder may have been viewed by this customer, none of the data in the Box folder was downloaded, or otherwise transferred.

What Information Was Involved?

Your name, email address, mailing address, date of birth, an image of your driver's license/government ID card, bank statement, and a portion of your banking transaction history were involved in this data breach. Please note, no password or login credentials were compromised.

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: the permissions of users in the customer service group have been changed to "viewer" only to prevent customer service agents from mistakenly generating sharable links again; reviewed the processes for handling Box accounts to reduce risk of human error; researched alternatives to Box options for sharing documents submitted by users in relation to Spree's payment processors that are compliant with the Payment Card Industry Data Security Standard and that prohibit uploading from, or downloading to, Spree computer desktops; and agreed to implement additional training for customer service personnel.

What You Can Do.

While we firmly believe that the customer in question has deleted your information without disclosing it, if you use or used the same email address that was compromised because of this breach for any other online account, and/or use your date of birth as your password, change your password for those accounts and related security questions immediately.

However, you should still stay vigilant and alert. Review your account statements, and monitor your 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.

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, <https://www.mass.gov/protecting-yourself-if-your-identity-is-stolen>.

The Massachusetts Office of Consumer Affairs and Business Regulation, Attn: Undersecretary Layla R. 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, <https://www.mass.gov/identity-theft-data-privacy-and-cyber-security>.

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**For More
Information.** Our contact information is above, but you can also reach us toll-free at 1-888-959-5594.

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