



DraftKings Inc.  
222 Berkeley Street  
Boston, MA 02116

October 2, 2025

[Name]  
[Address]

**NOTICE OF POTENTIAL SECURITY INCIDENT FOR MASSACHUSETTS RESIDENTS**

Dear [name],

DraftKings Inc. ("DraftKings") cares about the security of your personal information. We write to inform you of an incident potentially involving your account and a limited amount of your information. This notice provides information concerning the incident and informs you of some steps you can take to better protect yourself.

On September 2, 2025, DraftKings became aware of a potential security incident that may have involved unauthorized access to a limited amount of your data. Upon discovering this incident, DraftKings, among other things, promptly investigated and took a number of steps, described below, to contain and remediate the incident.

Importantly, our investigation to date has observed *no evidence* that your login credentials were obtained from DraftKings or that DraftKings' computer systems or networks were breached as part of this incident. We also have not observed evidence that any sensitive customer information – that is, government-issued identification numbers, full financial account numbers, or other information that would enable the bad actor to commit identity theft or to access our customers' bank accounts – was subject to unauthorized access as part of this incident.

By stealing login credentials from a non-DraftKings source and using them in this attack, however, the bad actor may have temporarily been able to log into certain DraftKings customers' accounts. In the event your account was accessed, the attacker may have been able to view your name, address, date of birth, phone number, email address, last four digits of a payment card, profile photo, information about prior transactions, account balance, and date your password was last changed.

**What We Are Doing**

The security of your personal information is important to DraftKings, which is why we promptly took steps to address this incident, including, among other things, by initiating an internal investigation, requiring potentially affected customers to reset their DraftKings account passwords, requiring multifactor authentication for logins to DK Horse accounts, and implementing additional technical measures designed to prevent similar attacks.

**What You Can Do**

We want to make you aware of steps that you can take as a precaution:



- **Change Account Passwords.** If you haven't done so already, please use the following link to reset your DraftKings password as soon as possible: <https://myaccount.draftkings.com/resetpassword>. If you use the same or similar passwords with other online accounts, we recommend that you immediately change your password for those accounts as well. You should use different and strong passwords for all accounts/websites. Tips on creating a strong password are available at <https://www.cisa.gov/secure-our-world/use-strong-passwords>.
- **Review Accounts and Credit Reports:** You can regularly review statements from your accounts and periodically obtain your credit report from one or more of the national credit reporting companies. You may obtain a free copy of your credit report online at [www.annualcreditreport.com](http://www.annualcreditreport.com), by calling toll-free 1-877-322-8228, or by mailing an Annual Credit Report Request Form (available at [www.annualcreditreport.com](http://www.annualcreditreport.com)) to: Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA, 30348-5281. You may also purchase a copy of your credit report by contacting one or more of the three national credit reporting agencies listed below.

You should remain vigilant with respect to reviewing your account statements and credit reports, and you should promptly report any suspicious activity or suspected identity theft to the proper law enforcement authorities, including local law enforcement, your state's attorney general, and/or the Federal Trade Commission ("FTC"). You may contact the FTC or your state's regulatory authority to obtain additional information about avoiding and protecting against identity theft. The FTC can be reached at: Federal Trade Commission, Consumer Response Center 600 Pennsylvania Avenue, NW, Washington, DC 20580, 1-877-IDTHEFT (438-4338), [www.ftc.gov/idtheft](http://www.ftc.gov/idtheft).

- **Security Freezes and Fraud Alerts:** You have a right to place a security freeze on your credit report, which will prohibit a consumer reporting agency from releasing information in your credit report without your express authorization, at no charge. The security freeze is designed to prevent credit, loans, and services from being approved in your name without your consent. However, you should be aware that using a security freeze to take control over who gets access to the personal and financial information in your credit report may delay, interfere with, or prohibit the timely approval of any subsequent request or application you make regarding a new loan, credit, mortgage, or any other account involving the extension of credit. You may request that a freeze be placed on your credit report by sending a request to the credit reporting agencies specified below by certified mail, overnight mail or regular stamped mail. The following information should be included when requesting a security freeze: full name, with middle initial and any suffixes; Social Security number, date of birth (month, day and year); current address and previous addresses for the past five (5) years; and incident report or complaint with a law enforcement agency concerning identity theft if you are a victim of identity theft. The request should also include a copy of a government-issued identification card, such as a driver's license, state or military ID card, and a copy of a utility bill, bank or insurance statement. Each copy should be legible, display your name and current mailing address, and the date of issue (statement dates must be recent).

A security freeze does not apply to a person or entity, or its affiliates, or collection agencies acting on behalf of the person or entity, with which you have an existing account that requests information in your credit report for the purposes of reviewing or collecting the account. Reviewing the account includes activities related to account maintenance, monitoring, credit line increases, and account upgrades and enhancements. Please contact the three major credit reporting companies as specified below to find out more information about placing a security freeze on your credit report.



As an alternative to a security freeze, you have the right to place an initial or extended fraud alert on your credit file at no cost. An initial fraud alert is a 1-year alert that is placed on a consumer's credit file. Upon seeing a fraud alert display on a consumer's credit file, a business is required to take steps to verify the consumer's identity before extending new credit. If you are a victim of identity theft, you are entitled to an extended fraud alert, which is a fraud alert lasting 7 years. You can place a fraud alert on your credit report by contacting any of the three national credit reporting agencies at the addresses or toll-free numbers listed below.

You can obtain more information about fraud alerts and credit freezes by contacting the FTC or one of the following national credit reporting agencies:

**National Credit Reporting Agencies Contact Information**

Equifax ([www.equifax.com](http://www.equifax.com))

**General Contact:**

P.O. Box 740241, Atlanta, GA 30374  
800-685-1111

**Fraud Alerts and Security Freezes:**

P.O. Box 740256, Atlanta, GA 30374

Experian

([www.experian.com](http://www.experian.com))

**General Contact:**

P.O. Box 2104, Allen, TX  
75013

888-397-3742

**Fraud Alerts and Security  
Freezes:**

P.O. Box 9556, Allen, TX  
75013

TransUnion

([www.transunion.com](http://www.transunion.com))

**General Contact, Fraud Alerts  
and Security Freezes:**

P.O. Box 2000, Chester, PA  
19022

800-916-8800

**For More Information**

If you have any further questions regarding this incident, or to report a suspected unauthorized withdrawal on your account, please call our customer service line at 833-918-6604, Monday-Friday 9am – 9pm ET.

Sincerely,

DraftKings Inc.