



50 West 23rd Street
6th Floor
New York, NY 10010

[Insert Recipient's Name]
[Insert Address]
[Insert City, State, Zip]

September 14, 2026

RE: Important Security Notification. Please read this entire letter.

Dear [First Name] [Last Name]:

BuzzFeed Media Enterprises, Inc. ("BuzzFeed" or "we", "us") is writing to inform you about a data-security event involving some of your personal information. The privacy and security of information we maintain is important to us. We are providing this notice to inform you of what happened, what we are doing in response, and how you can enroll in our offer of free-identity-theft protection services.

What Happened?

On August 19, 2026, we received a report that a misconfiguration in two BuzzFeed-controlled Google Groups allowed unauthorized viewing of sensitive data. BuzzFeed has no evidence that any of the information has been misused. Nevertheless, out of an abundance of caution, we want to make you aware of the incident.

What Information was Involved?

The information impacted may have included your full name, as well as your date of birth, Social Security number, bank account number, a driver's license number or passport number, your telephone number, email address, and your physical address.

What are we Doing?

Upon learning of the issue, BuzzFeed commenced a prompt and thorough investigation. As part of BuzzFeed's investigation, we worked very closely with our internal information technology (IT). We promptly investigated the configured control settings to shield the emails and attachments from unauthorized access. By August 20, 2026, we had implemented proper security over the Google Groups.



What You Can Do.

We recommend that you take the following precautionary measures to protect yourself:

We encourage you to regularly review your account statements, credit reports, and explanation of benefits statements for any unauthorized activity. Under federal law, you are entitled to one free credit report annually from each of the three major credit reporting agencies. To obtain a free credit report, visit www.annualcreditreport.com or call 1-877-322-8228.

You may also place a fraud alert or security freeze on your credit file at no charge. A fraud alert tells creditors to take extra steps to verify your identity before opening a new account in your name. A security freeze prohibits a credit reporting agency from releasing any information from your credit report without your express authorization. To place a fraud alert or security freeze, contact any one of the three major credit reporting agencies:

- Equifax: www.equifax.com | 1-800-685-1111 | P.O. Box 105788, Atlanta, GA 30348
- Experian: www.experian.com | 1-888-397-3742 | P.O. Box 9554, Allen, TX 75013
- TransUnion: www.transunion.com | 1-800-680-7289 | P.O. Box 2000, Chester, PA 19016

You may also file a report with the Federal Trade Commission at www.identitytheft.gov or by calling 1-877-438-4338, and with your local law enforcement and state regulatory agencies.

Credit Monitoring

BuzzFeed is offering you complimentary credit monitoring services through Experian for two (2) years. To receive this service you must enroll (see below) by December 31, 2026.

To help protect your identity, we are offering complimentary access to Experian IdentityWorksSM for **24 months**.

If you believe there was fraudulent use of your information as a result of this incident and would like to discuss how you may be able to resolve those issues, please reach out to an Experian agent. If, after discussing your situation with an agent, it is determined that identity restoration support is needed then an Experian Identity Restoration agent is available to work with you to investigate and resolve each incident of fraud that occurred from the date of the incident (including, as appropriate, helping you with contacting credit grantors to dispute charges and close accounts; assisting you in placing a freeze on your credit file with the three major credit bureaus; and assisting you with contacting government agencies to help restore your identity to its proper condition).

Please note that Identity Restoration is available to you for 24 months from the date of this letter and does not require any action on your part at this time. The Terms and Conditions for this offer are located at www.ExperianIDWorks.com/restoration.

While identity restoration assistance is immediately available to you, we also encourage you to activate the fraud detection tools available through Experian IdentityWorks as a complimentary 24-month membership. This product provides you with superior identity detection and resolution of identity theft. To start monitoring your personal information, please follow the steps below:



- Ensure that you **enroll by December 31, 2026** by 11:59 pm UTC (Your code will not work after this date.)
- **Visit** the Experian IdentityWorks website to enroll:
<https://www.experianidworks.com/3bcreditmembership>
- Provide your **activation code**: [Activation Code]

If you have questions about the product, need assistance with Identity Restoration that arose as a result of this incident or would like an alternative to enrolling in Experian IdentityWorks online, please contact Experian's customer care team by **December 31, 2026** at (833) 931-7577 Monday – Friday, 8 am – 8 pm Central Time (excluding major U.S. holidays). Be prepared to provide engagement number **B172304** as proof of eligibility for the Identity Restoration services by Experian.

ADDITIONAL DETAILS REGARDING YOUR 24-MONTH EXPERIAN IDENTITYWORKS MEMBERSHIP

A credit card is not required for enrollment in Experian IdentityWorks. You can contact Experian immediately regarding any fraud issues, and have access to the following features once you enroll in Experian IdentityWorks:

- **Experian credit report at signup:** See what information is associated with your credit file. Daily credit reports are available for online members only.*
- **Credit Monitoring:** Actively monitors Experian, Equifax and Transunion files for indicators of fraud.
- **Identity Restoration:** Identity Restoration specialists are immediately available to help you address credit and non-credit related fraud.
- **Experian IdentityWorks ExtendCARE™:** You receive the same high-level of Identity Restoration support even after your Experian IdentityWorks membership has expired.
- **\$1 Million Identity Theft Insurance**:** Provides coverage for certain costs and unauthorized electronic fund transfers.

For More Information. We sincerely regret any inconvenience or concern caused by this incident. If you have further questions or concerns, please call **(646) 580-6126**.

Sincerely,

[Your Signature Graphic]

Chandler Bondan, Chief People Officer
BuzzFeed Media Enterprises, Inc.

* Offline members will be eligible to call for additional reports quarterly after enrolling.

** The Identity Theft Insurance is underwritten and administered by American Bankers Insurance Company of Florida, an Assurant company. Please refer to the actual policies for terms, conditions, and exclusions of coverage. Coverage may not be available in all jurisdictions.