



185 Berry Street  
Suite 5000  
San Francisco, CA 94107

15977

[insert recipient name]  
[insert address information]

[insert date]

### **NOTICE OF DATA BREACH**

**[insert personalized salutation],**

We are writing to notify you about a recent data security issue. Below is information about the issue and steps you can take to help protect your personal information.

#### **What Happened?**

We recently became aware of a software bug affecting our Lyft Driver app and web portal. As a result of this bug, certain Lyft drivers may have been able to view personal information relating to other Lyft drivers' accounts. This issue affected the personal information of a very small number of Lyft drivers, including you.

#### **What Information Was Involved?**

The affected information included your name, email address, phone number, shipping address, vehicle registration number, vehicle identification number, and driver's license number.

#### **What We Are Doing**

Promptly after becoming aware of this issue, we took steps to investigate its nature and scope. We have repaired the software bug and believe it no longer allows for the exposure of personal information in the Lyft Driver app and web portal. In addition, based on our investigation, we have no evidence that any of the information that was exposed has been misused as a result of this incident.

#### **What You Can Do**

We take our obligation to safeguard personal information very seriously and are alerting you about this issue so you can take steps to help protect yourself. You are entitled under U.S. law to one free credit report annually from each of the three nationwide consumer reporting agencies. To order your free credit report, visit [www.annualcreditreport.com](http://www.annualcreditreport.com) or call toll-free at 1-877-322-

8228. We encourage you to review your account statements and monitor your free credit reports. The attached Reference Guide provides recommendations by the U.S. Federal Trade Commission on the protection of personal information.

**For More Information**

We hope this information is useful to you, and regret any inconvenience or concern this issue may cause. For more information about this issue, please contact our data protection contact at [data-security@lyft.com](mailto:data-security@lyft.com).

Sincerely,

Brian Emeott  
Director, Privacy

## Reference Guide

**We encourage affected individuals to take the following steps:**

**Order Your Free Credit Report.** To order your free credit report, visit [www.annualcreditreport.com](http://www.annualcreditreport.com), call toll-free at 1-877-322-8228, or complete the Annual Credit Report Request Form on the U.S. Federal Trade Commission's ("FTC") website at [www.consumer.ftc.gov](http://www.consumer.ftc.gov) and mail it to Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348-5281. The three consumer reporting agencies provide free annual credit reports only through the website, toll-free number or request form.

**When you receive your credit report, review it carefully. Look for accounts you did not open.** Look in the "inquiries" section for names of creditors from whom you haven't requested credit. Some companies bill under names other than their store or commercial names. The consumer reporting agency will be able to tell you when that is the case. Look in the "personal information" section for any inaccuracies in your information (such as home address and Social Security number). If you see anything you do not understand, call the consumer reporting agency at the telephone number on the report. Errors in this information may be a warning sign of possible identity theft. You should notify the consumer reporting agencies of any inaccuracies in your report, whether due to error or fraud, as soon as possible so the information can be investigated and, if found to be in error, corrected. If there are accounts or charges you did not authorize, immediately notify the appropriate consumer reporting agency by telephone and in writing. Consumer reporting agency staff will review your report with you. If the information cannot be explained, then you will need to call the creditors involved. Information that can't be explained also should be reported to your local police or sheriff's office because it may signal criminal activity.

**Report Incidents.** If you detect any unauthorized transactions in a financial account, promptly notify your payment card company or financial institution. If you detect any incident of identity theft or fraud, promptly report the incident to law enforcement, the FTC and your state Attorney General. If you believe your identity has been stolen, the FTC recommends that you take these steps:

- Close the accounts that you have confirmed or believe have been tampered with or opened fraudulently. For streamlined checklists and sample letters to help guide you through the recovery process, please visit <https://www.identitytheft.gov/>.
- File a local police report. Obtain a copy of the police report and submit it to your creditors and any others that may require proof of the identity theft crime.

You can contact the FTC to learn more about how to protect yourself from becoming a victim of identity theft and how to repair identity theft:

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/)

**Consider Placing a Fraud Alert on Your Credit File.** To protect yourself from possible identity theft, consider placing a fraud alert on your credit file. A fraud alert helps protect you against the possibility of an identity thief opening new credit accounts in your name. When a merchant checks the credit history of someone applying for credit, the merchant gets a notice that the applicant may be the victim of identity theft. The alert notifies the merchant to take steps to verify the identity of the applicant. You can place a fraud alert on your credit report by calling any one of the toll-free numbers provided below. You will reach an automated telephone system that allows you to flag your file with a fraud alert at all three consumer reporting agencies. For more information on fraud alerts, you also may contact the FTC as described above.

<b>Equifax</b>	<b>Equifax Information Services LLC P.O. Box 740241 Atlanta, GA 30374</b>	<b>1-800-525-6285</b>	<b><a href="http://www.equifax.com">www.equifax.com</a></b>
<b>Experian</b>	<b>Experian Inc. P.O. Box 9554 Allen, TX 75013</b>	<b>1-888-397-3742</b>	<b><a href="http://www.experian.com">www.experian.com</a></b>
<b>TransUnion</b>	<b>TransUnion LLC P.O. Box 2000 Chester, PA 19022-2000</b>	<b>1-800-680-7289</b>	<b><a href="http://www.transunion.com">www.transunion.com</a></b>

**Consider Placing a Security Freeze on Your Credit File.** You may wish to place a “security freeze” (also known as a “credit freeze”) on your credit file. A security freeze is designed to prevent potential creditors from accessing your credit file at the consumer reporting agencies without your consent. *Unlike a fraud alert, you must place a security freeze on your credit file at each consumer reporting agency individually.* There is no charge to place or lift a security freeze. For more information on security freezes, you may contact the three nationwide consumer reporting agencies or the FTC as described above. As the instructions for establishing a security

freeze differ from state to state, please contact the three nationwide consumer reporting agencies to find out more information.

The consumer reporting agencies may require proper identification prior to honoring your request. For example, you may be asked to provide:

- Your full name with middle initial and generation (such as Jr., Sr., II, III)
- Your Social Security number
- Your date of birth
- Addresses where you have lived over the past five years
- A legible copy of a government-issued identification card (such as a state driver's license or military ID card)
- Proof of your current residential address (such as a current utility bill or account statement)

**For Massachusetts Residents.** You have the right to obtain a police report and request a security freeze as described above. The consumer reporting agencies may require that you provide certain personal information (such as your name, Social Security number, date of birth, and address) and proper identification (such as a copy of a government-issued ID card and a bill or statement) prior to honoring your request to place a security freeze on your account.