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AFFILIATE OFFICE

MUMBAI, INDIA

September 22, 2014

**VIA OVERNIGHT DELIVERY**

Office of Consumer Protection  
State of Hawaii  
Attn: Security Breach Notification  
Leiopapa A. Kamehameha Building  
235 South Beretania Street, Suite 801  
Honolulu, HI 96813

STATE OF HAWAII  
CONSUMER PROTECTION

14 SEP 23 P2 51

RECEIVED

To Whom It May Concern:

Pursuant to your state's law, Viator is notifying your office of a data compromise that could potentially affect payment card data of Hawaii residents. On September 2, 2014, we were informed by our credit card service provider that unauthorized charges had been made on a number of our customers' credit cards. Although our investigation is continuing, we currently believe that some forms of data may be affected by the compromise. This information includes encrypted credit or debit card number, along with card expiration date, name, billing address, email address, and, if the customer has created a Viator account, the associated email address, encrypted password, and Viator "nickname." Fortunately, we have no reason to believe at this time that the three or four digit value printed on the back or front of the card was compromised. Additionally, Viator does not collect debit PIN numbers.

Viator is dedicating all the resources necessary to investigate and resolve this incident. The company has hired forensic experts, notified law enforcement, and has been working diligently and comprehensively to investigate the incident, identify how its systems may have been impacted, and secure its systems. In addition, Viator is continuously working to strengthen its security measures to help minimize the potential for incidents of this nature in the future. Viator is providing direct notification to customers that may have been affected. Additionally, the company is establishing a dedicated toll-free helpline for further customer information and assistance and offering free identity protection services, including credit monitoring, to its U.S. customers.

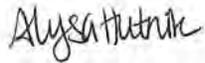
September 22, 2014

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Accordingly, please find enclosed a copy of the electronic notice of the data compromise sent to Hawaii residents on September 19, 2014.

Please contact us with any questions or concerns.

Sincerely,



Alysa Z. Hutnik

Enclosure

September 19, 2014

**Subject: Important Notice: Data compromise at Viator**

Dear Viator Customer

We want to make you aware that Viator has experienced a data compromise that could potentially affect payment card data used to make bookings through Viator's websites and mobile offerings. If you have created a Viator account, this compromise may also affect your email address, password and Viator "nickname." We deeply regret any inconvenience this may cause. The protection of our customers' personal information is of paramount concern. We are dedicating all the resources necessary to investigate and resolve this incident.

We have alerted the credit card companies and law enforcement, in addition to taking appropriate steps to secure our systems. We are writing to make you aware of the occurrence so that you can also monitor your accounts as a prudent measure, and take any other precautions you believe may be appropriate. We are offering our customers in the U.S. free identity protection services, including credit monitoring.

Meanwhile, we are continuously working to strengthen our security measures to help minimize the potential for incidents of this nature in the future. While our investigation is ongoing, here is some important information to be aware of.

**What Happened:**

On September 2, we were informed by our credit card service provider that unauthorized charges had been made on a number of our customers' credit cards. We have hired forensic experts, notified law enforcement and we have been working diligently and comprehensively to investigate the incident, identify how our systems may have been impacted, and secure our systems. Although our investigation is continuing, we currently believe that some forms of your data may be affected by the compromise. This information includes encrypted credit or debit card number, along with card expiration date, name, billing address, email address and, if you have created a Viator account, the associated email address, encrypted password and Viator "nickname." At this time, we have no reason to believe that the three or four digit value printed at the back or front of your card was compromised. Additionally, debit PIN numbers are not collected by Viator and could therefore not be compromised.

**Steps You Can Take To Further Reduce Your Risk of Identity Theft/Fraud:**

We recommend that all affected customers monitor their card activity and report any fraudulent charges to their credit card company. It is always a good practice to review your credit and debit card account statements regularly for suspicious activity. If you notice suspicious activity involving your account, please report it immediately to the appropriate financial institution or credit card company. You will not be responsible for fraudulent charges to your account if you report them in a timely manner.

To assist our customers in the U.S., we are offering free identity protection services, including credit monitoring. More information on that offer is below.

Additionally, we encourage you to reset your Viator password the next time you sign in to your Viator account, and change it on any other sites where you used the same password.

To change passwords on the Viator site, click on the "Change Password" on the "My Profile" tab, once signed in. Here are some tips to help you create a strong password: (1) make sure your password is at least six characters in length; (2) combine numbers and letters and don't include commonly used words; (3) include punctuation marks; and (4) mix capital and lowercase letters. It is also advisable to use a different password on different sites.

If you have questions related to this situation, you can contact us anytime through our dedicated toll-free information helpline at 888-680-0710 or at 702-939-9819.<sup>1</sup>

Responding properly to this incident is our top priority, and we are committed to taking all appropriate steps to safeguard your personal information. For over 10 years, Viator's mission has been dedicated to offering travelers the best tours and activities worldwide, and to delivering a superior experience in all our customer interactions. That mission continues. We deeply regret any inconvenience or concern this may cause you and we thank you for your patience as we continue our investigation. We are focused on doing everything possible to maintain your trust so that we can continue to serve you in the future.

Sincerely,

Barrie Seidenberg  
CEO, Viator

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<sup>1</sup> Please do not reply to this email with any personal information.