

Dunkin Brands Inc. ("Dunkin'") is writing to provide you with information regarding a recent incident involving your DD Perks account. Although Dunkin' did not experience a data security breach involving its internal systems, we've been informed that third-parties obtained usernames and passwords through other companies' security breaches and used this information to log into some Dunkin' DD Perks accounts. One of these may have been your account and we want you to know what happened, as well as the steps we are taking to protect your personal information.

What Happened?

On October 31, 2018, we learned from one of our security vendors that a third-party may have attempted to log in to your DD Perks account. We believe that these third-parties obtained usernames and passwords from security breaches of other companies. These individuals then used the usernames and passwords to try to break in to various online accounts across the Internet. Our security vendor was successful in stopping most of these attempts, but it is possible that these third-parties may have succeeded in logging in to your DD Perks account if you used your DD Perks username and password for accounts unrelated to Dunkin'.

What Information Was Involved?

The information involved depends on what you had in your DD Perks account. Information these third-parties may have been able to access includes:

- Your first and last names,
- Email address (username), and
- Your 16-digit DD Perks account number and your DD Perks QR code

What We Are Doing

We immediately launched an internal investigation and have been working with our security vendor to remediate this event and to help prevent this kind of event from occurring in the future. As you know already, we forced a password reset that required all of the potentially impacted DD Perks account holders to log out and log back in to their account using a new password. We also have taken steps to replace any DD Perks stored value cards with a new account number, but retaining the same value that was previously present on those cards. We also reported the incident to law enforcement and are cooperating with law enforcement to help identify and apprehend those third-parties responsible for this incident.

What You Can Do

As always, we strongly recommend that our guests create unique passwords for their DD Perks accounts, and do not reuse passwords used for their other unrelated online accounts. In addition, attached please find "Information about Identity Theft Protection." It includes steps you can take to help protect yourself against identity theft.

For More Information

If you have questions or concerns, please refer to dunkindonuts.com or call Consumer Care at 800-447-0013 during the following hours: Monday —Friday between 7AM and 7PM EST.

Sincerely,
Customer Relations
Dunkin' Brands