

September 2, 2022

Office of the Attorney General
1125 Washington Street, SE
P.O. Box 40100
Olympia, Washington 98504-0100

To Whom It May Concern:

In accordance with R.C.W. 19.255.010, I am writing on behalf of Samsung Electronics America, Inc. (“Samsung”) to notify you regarding the nature and circumstances of a recent security issue.

From July 22 to July 29, 2022, an unauthorized third party acquired information from some of Samsung’s U.S. systems. Samsung has engaged a leading outside cybersecurity firm to assist with its investigation and is coordinating with law enforcement. On or around August 4, 2022, Samsung determined that personal information of certain customers was affected by this issue. The personal information included name, contact and demographic information, date of birth, and product registration information. Not all of this information was affected for each relevant customer.

Attached for your reference are samples of the notices being provided to Washington residents identified as affected by this issue. Please do not hesitate to contact me if you have any questions.

Very truly yours,



Lisa J. Sotto

Enclosures



Dear Valued Customer,

At Samsung, security is a top priority. We are reaching out to inform you that Samsung recently discovered a cybersecurity incident that affected some of your information.

In late July 2022, an unauthorized third party acquired information from some of Samsung's U.S. systems. On or around August 4, 2022, we determined through our ongoing investigation that personal information of certain customers was affected.

We have taken actions to secure the affected systems, and have engaged a leading outside cybersecurity firm and are coordinating with law enforcement. We want to assure our customers that the issue did not impact Social Security numbers or credit and debit card numbers, but in some cases, may have affected information such as name, contact and demographic information, date of birth, and product registration information. The information affected for each relevant customer may vary.

At Samsung, we value the trust our customers place in our products and services – trust that we have built up over many years. By working with industry-leading experts, we will further enhance the security of our systems – and your personal information – and work to maintain the trust you have put into the Samsung brand for more than 40 years.

We regret any inconvenience this may cause you and appreciate your trust in us. We have set up an FAQ page on our website for additional questions and answers along with recommended actions.

If you'd like to check your credit report, you are entitled under U.S. law to one free credit report annually from each of the three major nationwide credit reporting agencies. More information can be found below.

If you have any questions regarding this issue, please visit our website at www.samsung.com/us/support/securityresponsecenter.

To order your free credit report, visit www.annualcreditreport.com or call toll-free at 1-877-322-8228.

Equifax	Equifax Information Services LLC P.O. Box 740241 Atlanta, GA 30374	1-800-525-6285	www.equifax.com
Experian	Experian Inc. P.O. Box 9554 Allen, TX 75013	1-888-397-3742	www.experian.com
TransUnion	TransUnion LLC P.O. Box 2000 Chester, PA 19016	1-800-680-7289	www.transunion.com



Samsung Electronics America, Inc.
85 Challenger Road
Ridgefield Park, NJ 07660

Important Notice Regarding Customer Information

September 2, 2022

At Samsung, security is a top priority. We recently discovered a cybersecurity incident that affected some customer information.

In late July 2022, an unauthorized third party acquired information from some of Samsung's U.S. systems. On or around August 4, 2022, we determined through our ongoing investigation that personal information of certain customers was affected. We have taken actions to secure the affected systems, and have engaged a leading outside cybersecurity firm and are coordinating with law enforcement.

We want to assure our customers that the issue did not impact Social Security numbers or credit and debit card numbers, but in some cases, may have affected information such as name, contact and demographic information, date of birth, and product registration information. The information affected for each relevant customer may vary. We are notifying customers to make them aware of this matter.

At Samsung, we value the trust our customers place in our products and services – trust that we have built up over many years. By working with industry-leading experts, we will further enhance the security of our systems – and our customers' personal information – and work to maintain the trust our customers have put into the Samsung brand for more than 40 years.

Below are FAQs about the incident and additional recommended actions our customers can take to help protect their information. If you'd like to check your credit report, you are entitled under U.S. law to one free credit report annually from each of the three major nationwide credit reporting agencies.

We regret any inconvenience this may cause our valued customers and appreciate their trust in us.

To order your free credit report, visit www.annualcreditreport.com or call toll-free at 1-877-322-8228

Equifax

www.equifax.com

1-800-525-6285

Equifax Information Services LLC

P.O. Box 740241

Atlanta, GA 30374

Experian

www.experian.com

1-800-397-3742

Experian Inc.

P.O. Box 9554

Allen, TX 75013

TransUnion

www.transunion.com

1-800-680-7289

TransUnion LLC

P.O. Box 2000

Chester, PA 19016