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RE: Data security event — Hippo Analytics Inc.

We are writing to inform your office about a data security incident. On August 3, 2026, Hippo Analytics Inc. ("Hippo") determined it may have suffered a cybersecurity incident affecting nonpublic information. Hippo, through outside counsel, engaged an incident response firm and promptly began its investigation. After Hippo's forensic investigation concluded, on October 9, 2026, Hippo determined that 4,053 residents of Washington were impacted, along with residents of other states.

Hippo maintains a public-facing website with an online quote tool that allows users to obtain insurance quotes by entering basic personal information. The quote tool utilized a "pre-fill" functionality that automatically retrieves additional consumer data from a third-party data service provider, Verisk, to verify information and improve the accuracy of automated quotes.

The investigation found that threat actors, operating through a commercial residential proxy network, were able to submit requests directly to Hippo's pre-fill API and potentially receive enriched data back from the third-party service provider, possibly including driver's license numbers. The investigation, however, despite multiple attempts and methodologies was unable to confirm whether any threat actors actually received this information.

This vulnerability traced back to a coding error in the design of Hippo's prefill auto quoting tool that enabled the optional inclusion of driver's license number fields. Hippo never intended to collect driver's license numbers as part of prefill, and Hippo had no use for driver's license numbers in its auto quoting workflow. The threat actors, however, discovered and exploited this legacy coding error.

Because the investigation was unable to correlate the unauthorized requests with any specific data returned, Hippo cannot definitively determine which specific individuals' data was affected. Based on the forensic investigation, the unauthorized activity began on or about January 30, 2025 and continued until approximately August 11, 2026, when Hippo fully remediated the issue.

The types of personal information potentially at issue include name, driver's license number, and date of birth. It is possible that the incident affected individuals with no prior relationship with Hippo, as the pre-fill tool could return information about any individual whose data was available from the third-party service provider.

Upon identifying the vulnerability and suspicious activity, Hippo promptly took the following steps:

- Removed the affected pre-fill API endpoints from the externally facing application, eliminating the ability for any user to query the pre-fill functionality through the quoting tool.
- Shut down the secondary backend service that also supported the vulnerable functionality.
- Removed the vulnerable mechanism in the quote tool that had been reported by a bug bounty researcher.

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- Fully mitigated remaining potential risk through an additional code release on August 11, 2026, which removed all residual references to the affected pre-fill functionality from the application backend.

Hippo is also taking the following steps:

- Implementing CAPTCHA on all quote forms.
- Evaluating enhanced rate limiting, API authentication requirements, and enhanced logging and monitoring for anomalous query patterns.
- Enhancing security risk modeling and assessment for implementations.

Out of an abundance of caution, Hippo is notifying all Washington residents whose information may have been returned during the period of unauthorized activity. Hippo is offering 12 months (or 24 months where required) of complimentary identity protection and credit monitoring services to affected individuals.

A copy of the individual notification letter is enclosed.

Should you have any questions please do not hesitate to contact outside counsel: Michael Bahar (MichaelBahar@eversheds-sutherland.com or +1.202.383.0882) or Alexander Sand (AlexanderSand@eversheds-sutherland.com or +1.512.721.2721).

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hippo

P.O. Box 1907
Suwanee, GA 30024

<<First Name>> <<Last Name>>
<<Address 1>> <<Address 2>>
<<City>>, <<State>> <<Zip>>

Enrollment Code: <<XXXXXXXX>>
Enrollment Deadline: January 30, 2027

To Enroll, Scan the QR Code Below:

SCAN ME

Or Visit:
https://app.idx.us/account-creation/protect

October 30, 2026

Re: Notice of Data Security Incident Involving Your Personal Information

Dear <<First Name>> <<Last Name>>,

At Hippo Analytics Inc. ("Hippo") we take data privacy very seriously. It is therefore important that we make you aware of a recent incident which may have affected your personal information. We are actively taking steps to protect your information as outlined below. Please note you may be affected even if you have no relationship with Hippo.

What Happened
On August 3, 2026, Hippo identified suspicious activity involving its online auto insurance quote tool. Hippo immediately took steps to investigate and secure its systems. Assisted by third-party cybersecurity experts, Hippo identified activity consistent with the abuse of its quote tool by unidentified actors. The investigation determined that the unauthorized actors submitted information through the quote tool and may have been able to view personal information returned by the tool's pre-fill functionality between January 30, 2025, and August 11, 2026, when Hippo fully remediated the issue.

What Information Was Involved
Our records indicate that your name and date of birth may have been accessed.

What We Are Doing
We prioritize our responsibility to safeguard personal information. Upon identifying this suspicious activity, Hippo promptly removed the affected functionality from its externally facing application and deployed additional code updates to fully remediate the issue. Hippo also implemented enhanced technical controls to mitigate the risk of reoccurrence.

Identity Theft Protection Service
In addition, we are offering identity theft protection services through IDX, the data breach and recovery services expert. IDX identity protection services include: 12 months of credit and CyberScan monitoring, a $1,000,000 insurance reimbursement policy, and fully managed ID theft recovery services. With this protection, IDX will help you resolve issues if your identity is compromised.

What You Can Do
We recommend that you remain vigilant by reviewing account statements and monitoring credit reports and we encourage you to enroll in the free identity protection services by following the instructions below.

You may also place a security freeze on your credit reports, free of charge. A security freeze prohibits a credit reporting agency from releasing any information from a consumer's credit report without written authorization. However, please be aware that placing a security freeze on your credit report may delay, interfere with, or prevent the timely approval of any

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requests you make for new loans, credit mortgages, employment, housing or other services. Under federal law, you cannot be charged to place, lift, or remove a security freeze.

You must place your request for a freeze with each of the three major consumer reporting agencies: Equifax (www.equifax.com); Experian (www.experian.com); and TransUnion (www.transunion.com). To place a security freeze on your credit report, you may send a written request by regular, certified or overnight mail at the addresses below. You may also place a security freeze through each of the consumer reporting agencies' websites or over the phone, using the contact information below:

Equifax Security Freeze
P.O. Box 105788
Atlanta, GA 30348 1-800-349-9960
https://www.equifax.com/personal/credit-report-services/

Experian Security Freeze
P.O. Box 9554
Allen, TX 75013 1-888-397-3742
https://www.experian.com/freeze/center.html

TransUnion Security Freeze
P.O. Box 160
Woodlyn, PA 19094 1-888-909-8872
https://www.transunion.com/credit-freeze

In order to request a security freeze, you will need to provide some or all of the following information to the credit reporting agency, depending on whether you do so online, by phone, or by mail:

1. Your full name (including middle initial as well as Jr., Sr., II, III, etc.);
2. Social Security Number;
3. Date of birth;
4. If you have moved in the past five (5) years, the addresses where you have lived over the prior five years;
5. Proof of current address, such as a current utility bill, telephone bill, rental agreement, or deed;
6. A legible photocopy of a government issued identification card (state driver's license or ID card, military identification, etc.);
7. Social Security Card, pay stub, or W2;
8. If you are a victim of identity theft, include a copy of either the police report, investigative report, or complaint to a law enforcement agency concerning identity theft.

The credit reporting agencies have one (1) to three (3) business days after receiving your request to place a security freeze on your credit report, based upon the method of your request. The credit bureaus must also send written confirmation to you within five (5) business days and provide you with a unique personal identification number (PIN) or password (or both) that can be used by you to authorize the removal or lifting of the security freeze. It is important to maintain this PIN/password in a secure place, as you will need it to lift or remove the security freeze.

To lift the security freeze in order to allow a specific entity or individual access to your credit report, you must make a request to each of the credit reporting agencies by mail, through their website, or by phone (using the contact information above). You must provide proper identification (including name, address, and social security number) and the PIN number or password provided to you when you placed the security freeze, as well as the identities of those entities or individuals you would like to receive your credit report. You may also temporarily lift a security freeze for a specified period of time rather than for a specific entity or individual, using the same contact information above. The credit bureaus have between

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one (1) hour (for requests made online) and three (3) business days (for request made by mail) after receiving your request to lift the security freeze for those identified entities or for the specified period of time.

To remove the security freeze, you must make a request to each of the credit reporting agencies by mail, through their website, or by phone (using the contact information above). You must provide proper identification (name, address, and social security number) and the PIN number or password provided to you when you placed the security freeze. The credit bureaus have between one (1) hour (for requests made online) and three (3) business days (for requests made by mail) after receiving your request to remove the security freeze.

We encourage you to contact IDX with any questions and to enroll in the free identity protection services by calling 1-866-200-0957, going to https://app.idx.us/account-creation/protect, or scanning the QR image and using the Enrollment Code provided above. IDX representatives are available Monday through Friday from 9 am - 9 pm Eastern Time.

Again, at this time, there is no evidence that your information has been misused. However, we encourage you to take full advantage of this service offering. IDX representatives have been fully versed on the incident and can answer questions or concerns you may have regarding protection of your personal information.

For More Information

You will find detailed instructions for enrollment on the enclosed Recommended Steps document. Also, you will need to reference the enrollment code at the top of this letter when calling or enrolling online, so please do not discard this letter.

Please call 1-866-200-0957 or go to https://app.idx.us/account-creation/protect for assistance or for any additional questions you may have.

Regards,

Hippo Analytics Inc.

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Recommended Steps to Help Protect Your Information

1. Website and Enrollment. Scan the QR image or go to https://app.idx.us/account-creation/protect and follow the instructions for enrollment using your Enrollment Code provided at the top of the letter. Please note the deadline to enroll is January 30, 2027.

2. Activate the credit monitoring provided as part of your IDX identity protection membership. The monitoring included in the membership must be activated to be effective. Note: You must have established credit and access to a computer and the internet to use this service. If you need assistance, IDX will be able to assist you.

3. Telephone. Contact IDX at 1-866-200-0957 to gain additional information about this event and speak with knowledgeable representatives about the appropriate steps to take to protect your credit identity.

4. Review your credit reports. Under federal law, you also are entitled every 12 months to one free copy of your credit report from each of the three major credit reporting companies. To obtain a free annual credit report, go to www.annualcreditreport.com or call 1-877-322-8228. You may wish to stagger your requests so that you receive a free report by one of the three credit bureaus every four months.

If you discover any suspicious items and have enrolled in IDX identity protection, notify them immediately by calling or by logging into the IDX website and filing a request for help.

If you file a request for help or report suspicious activity, you will be contacted by a member of our ID Care team who will help you determine the cause of the suspicious items. In the unlikely event that you fall victim to identity theft as a consequence of this incident, you will be assigned an ID Care Specialist who will work on your behalf to identify, stop and reverse the damage quickly.

You should also know that you have the right to file a police report if you ever experience identity fraud. Please note that in order to file a crime report or incident report with law enforcement for identity theft, you will likely need to provide some kind of proof that you have been a victim. A police report is often required to dispute fraudulent items. You can report suspected incidents of identity theft to local law enforcement or to the Attorney General.

5. Place Fraud Alerts with the three credit bureaus. If you choose to place a fraud alert, we recommend you do this after activating your credit monitoring. You can place a fraud alert at one of the three major credit bureaus by phone and also via Experian's or Equifax's website. A fraud alert tells creditors to follow certain procedures, including contacting you, before they open any new accounts or change your existing accounts. For that reason, placing a fraud alert can protect you, but also may delay you when you seek to obtain credit. The contact information for all three bureaus is as follows:

Credit Bureaus

Equifax Fraud Reporting	Experian Fraud Reporting	TransUnion Fraud Reporting
1-866-349-5191	1-888-397-3742	1-800-680-7289
P.O. Box 105069	P.O. Box 9554	P.O. Box 2000
Atlanta, GA 30348-5069	Allen, TX 75013	Chester, PA 19022-2000
www.equifax.com	www.experian.com	www.transunion.com

It is necessary to contact only ONE of these bureaus and use only ONE of these methods. As soon as one of the three bureaus confirms your fraud alert, the others are notified to place alerts on their records as well. You will receive confirmation letters in the mail and will then be able to order all three credit reports, free of charge, for your review. An initial fraud alert will last for one year.

Please Note: No one is allowed to place a fraud alert on your credit report except you.

6. Security Freeze. By placing a security freeze, someone who fraudulently acquires your personal identifying information will not be able to use that information to open new accounts or borrow money in your name. You will need to contact the three national credit reporting bureaus listed above to place the freeze. Keep in mind that when you place the

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freeze, you will not be able to borrow money, obtain instant credit, or get a new credit card until you temporarily lift or permanently remove the freeze. There is no cost to freeze or unfreeze your credit files.

7. You can obtain additional information about the steps you can take to avoid identity theft from the following agencies. The Federal Trade Commission also encourages those who discover that their information has been misused to file a complaint with them.

All US Residents: Identity Theft Clearinghouse, Federal Trade Commission, 600 Pennsylvania Avenue NW, Washington, DC 20580, https://consumer.ftc.gov, 1-877-IDTHEFT (438-4338), TTY: 1-866-653-4261.