

May 19, 2017

Washington Attorney General's Office  
SecurityBreach@atg.wa.gov

VIA EMAIL

Re: Notification of Information Security Incident

Dear Sir or Madam:

I write to inform you of a security incident experienced by Zillow Group, Inc. ("Zillow") that involved the personal information of 1,086 individuals who are residents of Washington. Zillow is the owner and operator of a variety of real estate and home-related brands and online services, with its headquarters located at 1301 2<sup>nd</sup> Avenue, Seattle, Washington 98101.

On May 9, 2017, as a result of a clerical error, a former Zillow employee inadvertently received copies of 2015 W-2, Wage and Tax Statements belonging to other Zillow current and former employees. The affected personal information includes full name, address, Social Security number, and other information about wages and taxes. No customer or cardholder data was affected. Based on our investigation, we do not believe that the information of affected individuals was disclosed beyond the single former employee and there is no evidence that the information has been misused.

Safeguarding personal information is important to Zillow. Zillow discovered the incident the same day it occurred and swiftly took steps to respond to this incident. We immediately contacted the former employee who received a copy of the documents and confirmed that she did not share or retain the information. We also initiated a review of our security procedures and protocols, and we have already implemented changes to reduce the possibility of this happening again.

Zillow will send written notification letters to affected individuals this week by mail in substantially the same form as the attached sample. Although we have no reason to believe that any individual's information was misused, as a precaution, we are offering one year of credit monitoring and identity theft protection services provided by Kroll, at no cost to the affected individuals.

Please do not hesitate to contact me at [joshp@zillowgroup.com](mailto:joshp@zillowgroup.com) or by phone at 206-757-2704.

Respectfully submitted,

A handwritten signature in blue ink, appearing to read "Josh Parker".

Josh Parker  
Corporate Counsel – Privacy and Data Security  
Zillow Group, Inc.

Attachment



May [X], 2017

<<First Name>> <<Last Name>>  
<<Address>>  
<<City>>, <<State>> <<ZIP Code>>

### **Notice of a Data Breach**

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

We are writing to tell you about the inadvertent disclosure of some of your personal information, share steps that we have taken, and, although we have no reason to believe that your information was misused, provide you with resources to help you to protect yourself. Only those impacted are receiving this notice.

#### **What happened?**

On May 9, 2017, a former Zillow Group employee inadvertently received a copy of your 2015 W-2 document due to a clerical error. Based on our investigation, we don't believe your information was disclosed beyond a single former employee and there is no evidence that your information has been misused.

#### **What information was involved?**

The information involved includes name, address, and Social Security Number, as well as other wage and tax information in your 2015 W-2.

#### **What we are doing?**

We discovered the error the same day it occurred. We immediately contacted the former employee who received a copy of your document and confirmed that the information was not shared or retained. Once we confirmed that your information was not at risk of further disclosure, we took appropriate steps to notify individuals who were impacted. We also initiated a review of our security procedures and protocols, and we have already implemented changes to reduce the possibility of this happening again.

Although we do not have evidence indicating that your information was misused, as a precaution we have arranged to provide, at no cost to you, one year of identity monitoring services through Kroll, a global leader in risk mitigation and response. Your identity monitoring services include Credit Monitoring, Web Watcher, Public Persona, Quick Cash Scan, \$1 Million Identity Fraud Loss Reimbursement, Fraud Consultation, and Identity Theft Restoration. Please see the attached Kroll services benefit guide for a description of these services.

Visit <<IDMonitoringURL>> to activate and take advantage of your identity monitoring services. To receive credit services by mail instead of online, please call <<Toll Free Number>>. Please note your individual Membership Number below when activating services. You have until <<Date>> to activate your identity monitoring services, which will run for one year from the date of activation.

Membership Number: <<Member ID>>



### **What can you do?**

It is always a good idea to remain vigilant and promptly report any incidents of suspected identity theft. We have enclosed an Identity Theft Resources Guide containing phone numbers for the three national consumer reporting agencies and other information you may find helpful.

If you suspect that you are the victim of identity theft or fraud, you have the right to file and obtain a copy of a police report. You may also place a fraud alert on your accounts by calling or mailing any one of the three national consumer reporting agencies: Equifax, Experian, or TransUnion. The phone numbers and addresses of these credit reporting agencies are listed on the enclosed Resources Guide. You may also contact your state's attorney general or the U.S. Federal Trade Commission to learn about steps you can take to protect yourself against identity theft.

### **For More Information**

We value the trust you place in us and regret the inconvenience and concern caused by this incident. If you have additional questions about the information contained in this notice, please call **<<Toll Free Number>>**, Monday through Friday between 8:00 a.m. and 5:00 p.m. Central Time. You can also reach us by email at [ZGW2@zillowgroup.com](mailto:ZGW2@zillowgroup.com).

Sincerely,

Dan Spaulding  
Vice President, People and Culture  
Zillow Group

## **IDENTITY THEFT RESOURCES GUIDE**

**U.S. Federal Trade Commission (FTC):** The FTC has information about how to avoid identity theft and other steps that consumers can take to protect themselves. Write to: Consumer Response Center, 600 Pennsylvania Ave., NW, H-130, Washington, D.C. 20580; Call Toll-Free: 1-877-IDTHEFT (438-4338); or Visit: <http://www.ftc.gov/idtheft>

**For MARYLAND Residents:** You may obtain information about preventing identity theft from the FTC or the Maryland Attorney General's Office at 200 St. Paul Place, Baltimore, MD 21202; Tel: (888) 743-0023; or <http://www.oag.state.md.us>

**For NORTH CAROLINA Residents:** You may obtain information about preventing identity theft from the FTC or the North Carolina Attorney General's Office at 9001 Mail Service Center, Raleigh, NC 27699-9001; Tel: (919) 716-6400; Fax: (919) 716-6750; or <http://www.ncdoj.com>

**Free Annual Credit Report:** You may obtain a free copy of your credit report once every 12 months and may purchase additional copies of your credit report. Call Toll-Free: 1-877-322-8228; or Visit: <https://www.annualcreditreport.com>; or Contact any one or more of the consumer reporting agencies:

Equifax:	P.O. Box 740241, Atlanta, GA 30374-0241 (800) 685-1111	<a href="http://www.equifax.com">www.equifax.com</a>
Experian:	P.O. Box 2002, Allen, TX 75013 (888) 397-3742	<a href="http://www.experian.com">www.experian.com</a>
TransUnion:	P. O. Box 1000, Chester, PA 19022 (800) 888-4213	<a href="http://www.transunion.com">www.transunion.com</a>

### **"Fraud Alerts" and "Security Freezes"**

**Fraud Alert** - You may have the right to place a fraud alert in your file to alert potential creditors that you may be a victim of identity theft. Creditors must then follow certain procedures to protect you; therefore, a fraud alert may delay your ability to obtain credit. An "initial fraud alert" stays in your file for at least 90 days. An "extended fraud alert" stays in your file for 7 years, and will require an *identity theft report* (usually, a filed police report). You may place a fraud alert by calling any one of the three national consumer reporting agencies:

Equifax: 1-800-525-6285      Experian: 1-888-397-3742      TransUnion: 1-800-680-7289

**Security Freeze** – Certain U.S. state laws, including in Massachusetts, provide the right to place a security freeze on your credit file, which prevents credit, loans and services from being approved in your name without your consent. Using a freeze may interfere with or delay your ability to obtain credit. To place a freeze, send a request by mail to each consumer reporting agency (addresses below) with the following (if you are requesting a credit report for your spouse, this information must be provided for him/her as well): (1) Full name, with middle initial and any suffixes; (2) Social Security Number; (3) Date of Birth; (4) proof of current address (such as a utility bill or telephone bill) and list of any previous addresses for the past five years; (5) copy of a government issued identity card, and (6) copy of police report, investigative report or complaint to law enforcement regarding identity theft. The consumer reporting agency may charge a fee up to \$5.00 to place, lift, and/or remove a freeze, unless you are a victim of identity theft or the spouse of a victim, and you have submitted a valid police report relating to the identity theft incident to the consumer reporting agency. The consumer reporting agencies have three business days after receiving your letter to place a security freeze on your credit report. The credit bureaus must also send written confirmation to you within five business days and provide you with a unique PIN or password that can be used by you to authorize the removal or lifting of the security freeze. To lift the security freeze in order to allow a specific entity or individual access to your credit report, you must call or send a written request to the consumer reporting agencies by mail and include proper identification (name, address, and SSN) 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 or the specific period of time you want the credit report available. The consumer reporting agencies have three business days after receiving your request to lift the security freeze for those identified entities or specified period of time. To remove the security freeze, you must send a written request to each of the three credit bureaus by mail and include proper identification (name, address, and SSN) and the PIN number or password provided to you when you placed the security freeze. The credit bureaus have three business days after receiving your request to remove the freeze.

Equifax Security Freeze: P.O. Box 105788, Atlanta, Georgia 30348

Experian Security Freeze: P.O. Box 9554, Allen, TX 75013

TransUnion (Fraud Victim Assistance Division): P.O. Box 6790, Fullerton, CA 92834-6790