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**BODYBUILDING.com**

April 19, 2019

**By Email**

The Honorable Wayne Stenehjem  
Office of the Attorney General  
600 E. Boulevard Ave Dept. 125  
Bismarck ND 58505  
ndag@nd.gov

Dear Attorney General Stenehjem:

We are writing to inform you of a data security incident that may have affected personal information maintained by Vitalize, LLC, which operates the site [www.bodybuilding.com](http://www.bodybuilding.com) (the "Company").

On April 12, 2019, the Company concluded that personal information regarding residents in your state may have been affected by the incident. In February 2019, the Company became aware of a data security incident involving unauthorized access to its systems. Upon discovering the potential compromise, the Company investigated the incident and brought in external forensic consultants that specialize in cyber attacks. The investigation traced the unauthorized activity to a phishing email received in July 2018. The investigation also determined that some data was removed from Vitalize's systems, but the nature of the files taken is unknown.

We have no information at this time that the attacker accessed or exfiltrated any personal data. However, out of an abundance of caution and based on the judgment of the external forensic consultants on April 12, 2019 that indicate that such access cannot be ruled out, the Company is working on the assumption that the personal data in the compromised systems could have potentially been exposed to the attacker. The personal information that may have been accessible included name and date of birth.

Vitalize has taken steps to understand the nature and scope of the data security incident and is working with leading security experts to address any vulnerabilities and remediate the incident. We continue to monitor our systems for unauthorized access, have introduced additional security measures, and will be resetting Bodybuilding.com customers' passwords on their next log-in. The Company is also coordinating with law enforcement to investigate the incident.

Beginning on April 24, 2019, the Company will begin to provide notifications to affected residents. A copy of the notice is enclosed.

If you have any questions, please do not hesitate to contact me.

Respectfully submitted,

Bill Carter  
Chief Legal Officer

**From:** [Notices@bodybuilding.com](mailto:Notices@bodybuilding.com)  
**Subject:** Important Notice About Your Bodybuilding.com Account

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Bodybuilding.com April 24, 2019

### **Notice of Data Breach**

Dear Valued Bodybuilding.com User,

Bodybuilding.com recently became aware of a data security incident that may have affected certain customer information in our possession. We have no evidence that personal information was accessed or misused, but we are notifying you out of an abundance of caution to explain the circumstances as we understand them and to summarize the steps we are undertaking and the resources we are making available.

#### **What Happened?**

Bodybuilding.com became aware of a data security incident involving unauthorized access to its systems in February 2019. Bodybuilding.com engaged one of the leading data security firms to conduct a thorough investigation, which traced the unauthorized activity to a phishing email received in July 2018. The investigation also determined that some data was removed from Bodybuilding.com systems, but the nature of the files taken is unknown. On April 12, we concluded our investigation and could not rule out that personal information may have been accessed.

#### **What Information Was Involved?**

Information that you provided to us which might have been accessed in this incident could include your name, email address, Bodybuilding.com password, billing/shipping addresses, phone number, order history, any communications with Bodybuilding.com, birthdate, and any information you included in your BodySpace profile. Note that profile information is generally already publicly visible to others, as noted in our applicable Privacy Policy and Terms of Use.

**The information potentially accessed in this incident would not include your full credit or debit card number, as we do not store those numbers when customers make purchases in our store.** If you've opted to store your card in your account, we store the last four digits of your payment card number for reference and use by you for subsequent purchases, but never the entire card number.

### **What We Are Doing:**

Upon discovering the incident, Bodybuilding.com took steps to understand the nature and scope of the data security incident, and brought in external forensic consultants that specialize in cyber attacks. We're working with leading security experts to address any vulnerabilities and remediate the incident. We continue to monitor our systems for unauthorized access, have introduced additional security measures, and will be resetting Bodybuilding.com customers' passwords on their next log-in. We are also coordinating with law enforcement to investigate the incident.

### **What You Can Do:**

We recommend that you take the following steps to protect against and monitor for potential misuse of your personal information:

- Change your password for any other account on which you used the same or similar password used for your Bodybuilding.com account.
- Review your accounts for suspicious activity.
- Be cautious of any unsolicited communications that ask for your personal information or refer you to a website asking for personal information.
- Avoid clicking on links or downloading attachments from suspicious emails.

### **For More Information:**

If you'd like more information, please type in the web address of [www.bodybuilding.com/help/dataincident](http://www.bodybuilding.com/help/dataincident) in your browser, where you will find FAQs regarding this incident as well as our applicable Privacy Policy and Terms of Use. We have also established a dedicated call center to answer any questions you may have.

The call center number is **1-844-386-9553**, and it is open 8:00 am to 10:00 pm CT (M-F), 10:00 am to 7:00 pm CT (Sat.-Sun.).

We sincerely regret any inconvenience or concern. Our customers have always been our first concern and highest priority, and we are committed to protecting your information and maintaining your trust and confidence.

Sincerely,  
The Bodybuilding.com Team