



Dear General,

I am writing to inform you of a potential compromise of information from the Leafly user database. As we do not collect address information from our users, we do not know whether users in your state were directly affected. However, in an abundance of caution, we wanted to reach-out and advise you of the steps Leafly is taking to mitigate potential harm to consumers in your state. And though we have not triggered official breach notification requirements, we wanted to provide you with details from this incident and ensure we provide contact details for individuals who are seeking assistance.

We were informed about the potential compromise on September 30th, 2019 by a third-party security researcher who wanted to make a responsible disclosure of a potential data exfiltration that they discovered in the context of an unrelated investigation. We do not have reason to believe that the data has been used for malicious purposes. The compromise consists of customer records from the Leafly.com database, dated from 2016 and earlier. The records included the email addresses and usernames associated with the account in 2016, and the then-current password. The passwords are encrypted and do not appear to have been compromised. In addition, less than 15% of the records contained additional information voluntarily provided by users, including age, gender, location, zip code and SMS number. The records appear to have come from a copy of an old database that was stored on an Amazon Web Services account, separate from Leafly's production database and has since been removed. It is important to note that the database did not include credit card information, social security numbers, or dates of birth.

Leafly has notified all affected individuals as of October 9, 2019 and have recommended actions that individuals may take to protect themselves from potential harm, including effectuating a password reset. In addition, Leafly has engaged a forensic auditor to assist in its assessment of the exfiltration. To the extent you may be contacted by your constituents seeking guidance, we would greatly appreciate you referring them to support@Leafly.com. Our customer service team is on hand to help individuals complete password resets as well as account deletions upon request.

We would be happy to answer any further questions you may have related to this incident.

Best Regards,

A handwritten signature in black ink, appearing to read "Yoko Miyashita", is written in a cursive style.

Yoko Miyashita
General Counsel
Leafly Holdings, Inc.