



PADI WORLDWIDE CORP.

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May 21, 2020

Office of the Attorney General

Consumer Protection and Antitrust
1050 E. Interstate Avenue, Suite 200
Bismarck, ND 58503 - 5574

Re: Notification of Security Incident

Dear Attorney General Stenehjem:

We are writing to inform you of a recent security incident involving data belonging to PADI Worldwide Corp.

On May 7, 2020, PADI was made aware of a vulnerability in access to data belonging to PADI Worldwide. PADI immediately remediated the situation and engaged an independent outside security firm to conduct a thorough and exhaustive investigation of the information that may have been compromised.

Based upon this analysis, PADI determined a third party exposed this weakness in order to gain publicity and in the hopes of PADI retaining their data privacy and security services.

Nature of the security incident: the following information was temporarily unsecure:

- first and last name
- physical address
- date of birth
- phone number
- email address

Number of North Dakota residents affected: 5,327 residents

Notification letters, a copy of which is attached, will be mailed within the next 7 days by first class mail.

PADI has taken steps in response to this unauthorized access in order to prevent similar incidents from occurring in the future. We are committed to conducting ongoing security and vulnerability assessments.

Our investigation has concluded that the temporary vulnerability of this information has not resulted in any misuse and is not reasonably likely to occur in the future.

PADI remains dedicated to protecting the privacy and personal information of its members. Should you need further information, please do not hesitate to reach out to me at Stephanie.DeVore@padi.com

Very truly yours,

Stephanie DeVore

Stephanie DeVore

First name – last name
address

Dear PADI Diver,

The PADI Family sends our warmest regards as we all navigate the difficulty, disruption, and loss this COVID-19 pandemic has caused. It is our hope that we will all get back to diving and seeking adventure in the very near future.

We are writing to notify you of a recent incident that resulted in a temporary and limited exposure of diver information within North America. As a valued PADI Diver, we want to assure you that we immediately acted, removing the security lapse that caused the information to be temporarily accessible, and conducted a thorough, internal investigation with the help of a team of experts to determine what, if any, information was at risk of compromise.

We determined that your information, specifically name, date of birth, email address, phone number, and mailing address was potentially accessible for a short period of time. Please be assured this information **DID NOT** contain highly-confidential personal information, such as Social Security Number, Driver's License Number, Diving Credentials, or Financial Information. Additionally, we found no evidence this information was misused or obtained by any unauthorized entity.

PADI takes data privacy and the security of all information in our systems very seriously and we want to assure you that we are taking steps to prevent a similar event from occurring in the future. We have implemented additional safeguards to improve further data security and retained an outside firm to supplement our ongoing security assessments. We felt it important to make you aware of the issue and remind you to exercise diligence with any unusual or unfamiliar solicitations.

We sincerely regret any inconvenience this matter may cause you and encourage you to contact PADI directly at 1-800-729-7234 ext. 3133 or data_protection_team@padi.com if you have any additional questions or concerns.

We thank you for being a PADI Diver and look forward to seeing you in the water again soon.

Sincerely,

PADI Data Protection Team