



6565 Headquarters Drive
Office of Privacy, Mailstop W2-5D
Plano, TX 75024

October 4, 2019

NOTICE OF DATA BREACH

[NAME]
[ADDRESS]

Dear [NAME]:

We are writing to notify you that as a result of an isolated administrative error, a limited amount of your personal information may have been shared with an unauthorized third party.

Specifically, we have discovered that one or more unauthorized Toyota dealers may have received from us copies of a limited dataset of customers which was intended for other Toyota dealers. The incident was limited to a one-time occurrence on September 4, 2019 that was discovered on the same business day. This notification has not been delayed as a result of a law enforcement investigation. The personal information that was involved in the incident may have included your Names, Account Number and the last 8 digits of your Vehicle Identification Number (VIN).

We take this matter very seriously and apologize for any inconvenience caused. Upon discovering the error, we immediately began an investigation to determine the root cause and the extent of the potential exposure. On the same day we discovered incident, we promptly contacted the Toyota dealers involved and instructed each to permanently delete the personal information sent in error and requested that each dealer confirm compliance with our request. Further, we are undertaking additional training and awareness to the relevant business group to prevent similar incidents in the future.

We are offering you identity theft prevention and mitigation services at no cost for a period of 12 months. To activate those services, please go to <https://www.experianidworks.com/3bplus> or call **1-877-890-9332** and provide Engagement Number DB14623 and the individualized activation code [MERGE ACTIVATION CODE].

Please remain vigilant by reviewing account statements and monitoring free credit reports. You can obtain information from the following sources about preventing identity theft:

Equifax
P.O. Box 740241
Atlanta, GA 30374
1-800-525-6285
www.equifax.com

Experian
P.O. Box 9532
Allen, TX 75013
1-888-397-3742
www.experian.com

TransUnion
P.O. Box 6790
Fullerton, CA 92834
1-800-680-7289
www.transunion.com

Innovis
P.O. Box 1373
Columbus, OH 43216-1373
1-877-403-1228
www.innovis.com

**Federal Trade
Commission**

600 Pennsylvania Ave., NW
Washington, DC 20580
877-438-4338
www.ftc.gov/idtheft

**North Carolina Attorney
General's Office**

9001 Mail Service Center
Raleigh, NC 27699-9001
1-877-566-7226
www.ncdoj.gov

We have established a confidential assistance line so you can contact us should you have any questions regarding the incident or the contents of this letter. This confidential assistance line is staffed with professionals familiar with this incident and is operational Monday through Friday, 8:00 a.m. to 8:00 p.m. CST. Please call, toll-free, 877-371-7902. The reference number for this matter is 4670.

We remain committed to protecting your personal information. We again sincerely apologize for any inconvenience caused by this incident. We are undertaking measures, including additional training and awareness to the relevant business group, to further secure your personal information and are continuously monitoring our processes to prevent similar incidents in the future.

Respectfully,



Desiree Leverett, National Manager Enterprise Compliance
Toyota Financial Services