



Fogler, Rubinoff LLP

Lawyers

77 King Street West  
Suite 3000, PO Box 95  
TD Centre North Tower  
Toronto, ON M5K 1G8

t: 416.864.9700 | f: 416.941.8852  
foglers.com

## **ADDITIONAL MEDIA CONSIDERATIONS/VITAL STATISTICS AS SUPPORT INFORMATION:**

**Re: Toronto, Canada - December 2, 2015 ---VTech - Privacy and Data Breaches: A Wake Up Call From This Legal Expert.**

Masterminded hackers with their leaders, are alarmingly smarter, brazen and sophisticated in their machinations than companies realize and this trend will continue despite primary efforts of revolutionizing protective software being deployed.

### **CANADA:**

ASHLEYMADISON.COM, AUG 27, 2015. Hackers placing 10 gigabytes of data on to the internet. Providing personal information including real names and email address of at least 273,000 formerly anonymous Canadian user. \$760 million Canadian class action lawsuit was filed within 2 days. A group called the "Impact Team" claimed responsibility - they promised to delete customers' data from the site for a \$19 Delete Fee.

BELL CANADA, FEB 2, 2014. 22,421 customer user names and passwords posted on the internet when a third-party supplier's IT System was breached. What happened: The hackers said that leaving clients' credit card information in unencrypted/raw format.

MASTERCARD & ALDO Group following a data breach the credit card company said traced back to cards used at the shoe retailer. Mastercard alleges that ALDO had breached data security obligations due to malware complications and a weak firewall. It debited BANK OF MONTREAL (the mastercard member) for \$US4.93 million following the attack.

OFFICE OF PERSONNEL MANAGEMENT June 4, 2015 21.5 million Hackers stole social security numbers as well as information on criminal, financial, health, job and residency histories from people who had applied for background checks. Nearly two million spouses and family members also had data compromised.

### **BIGGEST DATA BREACHES - U.S.**

JPMORGAN CHASE November 10, 2015 83 million & 7 small businesses affected- Resulted in 23 Criminal charges and counts against 3 Israelis who reaped hundreds of millions of dollars under a diversified criminal conglomerate

in which they opened bank accounts under false names and created shell companies to support their scheme then providing login credentials to hackers.

ANTHEM INSURANCE Feb. 5, 2015 80 million Hackers broke into the health-insurance database and stole names, birth dates, e-mail addresses, employment details, Social Security numbers, incomes and street addresses of customers past and present.

SONY PICTURES Nov. 24, 2014 47,000 A hacker group broke into the network and exposed company records along with thousands of e-mails which described information about casting decisions, costs for upcoming films and release schedules for films.

HOME DEPOT Sept. 2, 2014 56 million Hackers stole e-mail addresses along with payment card data. The company said hackers accessed its network from a third-party vendor. The breach affected cardholders between April and Sept. 2014.

EBAY May 21, 2014 145 million Cyberattackers compromised customers' names, encrypted passwords, physical and e-mail addresses, phone numbers and dates of birth for eBay's 145 million active users.

TARGET CORP. Dec. 13, 2013. 100 lawsuits. Target offered US \$10 million to settle with customers who filed a class action. 40 million Hackers got customer debit and credit card information during the 2013 holiday shopping season. Customer names, card numbers, expiration dates and security codes were taken and have appeared on the black market. Information was successfully sold on the black market for an average of US\$27 each.

T-MOBILE with data collector, EXPERIAN NETWORK. Oct 1, 2015. 15 million customers affected with name, address, birthdate, social security numbers, driver license I.D.'s. Encryption compromised through customers' credit checks and for marketing purposes.

TALK TALK - Nov. 10, 2015 - 35 million pounds is cost to recover. 4 million userbase attacked through phishing scams and compromised encryption.

ASSOCIATED PRESS SOURCE: AP REPORTS; PRIVACY RIGHTS CLEARINGHOUSE;  
OFFICE OF PERSONNEL MANAGEMENT

### **Remember....**

Hackers are mean, fast, technically-savvy, ruthless with any 'cause' in mind.

Hackers have sophisticated ploys and operations plans.

Hackers are now successful in carrying out their 'cause'.

Hackers are now in the territory of fraud and illegal distribution of stolen data.

**And on the somewhat lighter side...**

**Headline: Ashley Madison founder e-mails leaked in new data dump**

E-mail messages linked to Noel Biderman, founder and chief executive officer of its Toronto-based parent company Avid Life Media.

*"Hey Noel, you can admit it's real now."*, In a message accompanying the release, the hackers said.

Lawyers have launched a class-action lawsuit seeking some \$760-million in damages on behalf of Canadians whose information was leaked.

Avid Life has indefinitely postponed the site's IPO plans.

Associated Press, August 21, 2015

**Headline: Ashley Madison hack is a lesson in personal data online**

*Before you hit "submit," stop and think before giving up your personal information to **any kind of website**,* said Michael Kaiser, executive director of the National Cyber Security Alliance in the United States, an industry-funded group that educates consumers about cybersecurity.

Wall Street Journal, August 21, 2015