

## FAQs

### About the incident

**1. I have heard that there was a data breach on a VTech website – can you confirm if this is true?**

While the forensic investigation is still underway, the information we currently have indicates that on or about November 14 HKT an unauthorized party accessed VTech customer data on our Learning Lodge app store customer database and Kid Connect servers. Learning Lodge allows our customers to download apps, learning games, e-books and other educational content to their VTech products. Kid Connect is an app that allows children and parents to exchange voice and text messages, photos, drawings and fun stickers between VTech tablets, DigiGo and parents' smartphones.

**2. What website was affected?**

VTech's Learning Lodge app store customer database was affected and VTech Kid Connect servers accessed. As a precautionary measure, we have suspended Learning Lodge, the Kid Connect network and the following websites temporarily whilst we conduct a thorough security assessment.

- [www.planetvtech.com](http://www.planetvtech.com)
- [www.lumibeauxreves.com](http://www.lumibeauxreves.com)
- [www.planetvtech.fr](http://www.planetvtech.fr)
- [www.vsmilelink.com](http://www.vsmilelink.com)
- [www.planetvtech.de](http://www.planetvtech.de)
- [www.planetvtech.co.uk](http://www.planetvtech.co.uk)
- [www.planetvtech.es](http://www.planetvtech.es)
- [www.proyectorvtech.es](http://www.proyectorvtech.es)
- [www.sleepybearlullabytime.com](http://www.sleepybearlullabytime.com)
- [de.vsmilelink.com](http://de.vsmilelink.com)
- [fr.vsmilelink.com](http://fr.vsmilelink.com)
- [uk.vsmilelink.com](http://uk.vsmilelink.com)
- [es.vsmilelink.com](http://es.vsmilelink.com)

**3. When did you find out about the breach?**

We received an email from a journalist asking about the incident on November 23 EST. After receiving the email, we carried out an internal investigation and on November 24 detected that some irregular activity took place on our Learning Lodge website on November 14 HKT. Our investigation confirmed on November 26 HKT that a breach had occurred. We immediately began a comprehensive check of the affected sites and are taking thorough actions against future attacks.

**4. When did you inform customers and the public?**

After confirming the facts surrounding the unauthorized access to our customer database, we published a statement on our global website (<https://www.vtech.com/en/media/press-releases>) on Friday, 27 November 2015 outlining the details of the data breach. On the same day, we sent email notification of the incident to all affected Learning Lodge and Kid Connect account customers. We published a second statement on Monday, 30 November 2015. A third press release with additional information was published on Thursday, 3 December 2015.

**5. How many customers are affected?**

Our Learning Lodge, Kid Connect and PlanetVTech customers are affected. Here are the details:

**a. Learning Lodge**

In total 4,854,209 customer (parent) accounts and 6,368,509 related kid profiles worldwide are affected. Among those approximately 6.3 million kid profiles, approximately 1.2 million of them have Kid Connect app enabled. Kid profiles only include name, gender and birthdate.

**b. PlanetVTech**

There are 235,708 parent accounts and 227,705 kids' profiles in PlanetVTech.

**6. Could you provide a breakdown of number of people affected by each country?**

According to our current information, the breakdown of Learning Lodge customers by country is as follows:

Country	Parent Accounts	Child Profiles
United States	2,212,863	2,894,091
France	868,650	1,173,497
United Kingdom	560,487	727,155
Germany	390,985	508,806
Canada	237,949	316,482
Others	168,394	223,943
Spain	115,155	138,847
Belgium	102,119	133,179
Netherlands	100,828	124,730
Republic of Ireland	40,244	55,102
Latin America	28,105	36,716
Australia	18,151	23,096
Denmark	4,504	5,547
Luxembourg	4,190	5,014
New Zealand	1,585	2,304

**7. How did the hacker get into your database?**

We are currently investigating how the hacker was able to access the database. What is clear is that this was a criminal act and a well-planned attack. Our Learning Lodge, Kid Connect and PlanetVTech databases have been attacked by a skilled hacker. Upon discovering the breach, we immediately began a comprehensive check of the affected sites and are taking thorough actions against future attacks. Based on our latest investigation, all other VTech online sites have not been affected.

**8. Can you confirm that the hacker has taken photos, chats and audio files of children and their parents on Kid Connect, as reported by Motherboard?**

As the investigation is on-going, we cannot confirm at this stage.

**What does this mean for me?**

**9. What kind of information is in the databases?**

- Our databases contain Learning Lodge and Kid Connect data with details listed below:
  - a. **Learning Lodge**
    - Parent account information including name, email address, secret question and answer for password retrieval, IP address, mailing address, download history and password.
    - Kid profiles including name, gender and birthdate.
    - Download sales report logs.
    - Progress logs to track kids games, for parents' reference.
  - b. **Kid Connect**
    - User account information including email address, password and profile photo.
- Our databases do not contain any credit card or debit card or other financial account information. To complete the payment or check-out process of any downloads made on the Learning Lodge website, our customers are directed to a secure, third party payment gateway.
- Our databases do not contain ID card numbers, Social Security numbers, driving license numbers or similar data.

**10. Was any credit card information stolen?**

No, our Learning Lodge website database does not contain any credit or debit card or other financial account information, and VTech does not process or store any customer credit or debit card data on the Learning Lodge website. To complete the payment or check-out process of any downloads made on the Learning Lodge website, our customers are directed to a secure, third party payment gateway.

**11. Why do you need to retain this customer information?**

Learning Lodge allows our customers to download apps, learning games, e-books and other educational content to their VTech products. Customers need to set up an account for such transactions. The information is used to identify the customer, market our content and track their downloads.

**12. Is there anything I can do to better protect myself?**

We are advising you to immediately change your passwords and secret questions and answers on any other sites or services that may use the same password or secret question and answer as those used on Learning Lodge or PlanetVTech.

**13. What are VTech doing to protect data stored on Kid Connect?**

The Kid Connect service has been temporarily suspended. We are reviewing our security protocols and will delete all Kid Connect bulletin board contents and unsent messages before we restart the service.

**14. How can I change my password or delete my Learning Lodge account and personal data stored on your servers?**

As a precautionary measure, we have temporarily suspended Learning Lodge and Kid Connect service along with a number of other websites to conduct a thorough security assessment and implement additional security protocols. We will advise our customers of further action when the websites are ready to be reactivated.

**15. When can we expect that Learning Lodge will be online again? Should I then register again?**

We are working as fast as possible to resume our service. We will advise our customers of further action when the websites are ready to be reactivated.

**What are VTech doing to make it right?**

**16. What are VTech doing to protect their customer information?**

Upon discovering the breach we immediately began a comprehensive check of the affected sites and are taking thorough actions against future attacks.

The investigation continues as we look at additional measures to strengthen our Learning Lodge database and Kid Connect security. We are committed to protecting our customer information and their privacy, to ensure against any such incidents in the future.

**17. Have VTech informed their customers?**

Yes, we have communicated the breach with our customers and the general public. We have posted statements and press releases on our website <https://www.vtech.com/en/media/press-releases>. We will add additional notices when appropriate.

Email has been set up to handle any enquiries as follows:

- US: [vtechkids@vtechkids.com](mailto:vtechkids@vtechkids.com)
- Canada: [toys@vtechcanada.com](mailto:toys@vtechcanada.com)
- France: [explora\\_park@vtech.com](mailto:explora_park@vtech.com)
- Germany: [downloadmanager@vtech.de](mailto:downloadmanager@vtech.de)
- Netherlands: [exp@vtech.com](mailto:exp@vtech.com)
- Spain: [informacion@vtech.com](mailto:informacion@vtech.com)
- UK: [consumer\\_services@vtech.com](mailto:consumer_services@vtech.com)
- Australia and New Zealand: [enquiriestoys\\_aunz@vtech.com](mailto:enquiriestoys_aunz@vtech.com)
- Hong Kong: [corporate\\_mail@vtech.com](mailto:corporate_mail@vtech.com)
- Other countries and regions: [corporate\\_mail@vtech.com](mailto:corporate_mail@vtech.com)

**18. Will you suspend Kid Connect?**

Kid Connect together with Learning Lodge and a number of other websites have been suspended since November 29 HKT. We are working as fast as possible to resume our service.

**19. What other measures have VTech taken?**

- We have temporarily suspended the Learning Lodge website, Kid Connect and a number of other sites to ensure that our customer data is safe from any further attacks.
  - [www.planetvtech.com](http://www.planetvtech.com)
  - [www.lumibeauxreves.com](http://www.lumibeauxreves.com)
  - [www.planetvtech.fr](http://www.planetvtech.fr)
  - [www.vsmilelink.com](http://www.vsmilelink.com)
  - [www.planetvtech.de](http://www.planetvtech.de)
  - [www.planetvtech.co.uk](http://www.planetvtech.co.uk)
  - [www.planetvtech.es](http://www.planetvtech.es)
  - [www.proyectorvtech.es](http://www.proyectorvtech.es)
  - [www.sleepybearlullabytime.com](http://www.sleepybearlullabytime.com)
  - [de.vsmilelink.com](http://de.vsmilelink.com)
  - [fr.vsmilelink.com](http://fr.vsmilelink.com)
  - [uk.vsmilelink.com](http://uk.vsmilelink.com)
  - [es.vsmilelink.com](http://es.vsmilelink.com)
- With the assistance of outside experts, we are reviewing all aspects of our data security and how VTech handles customer information in order to ensure the security of our user data.

**20. Have VTech reported the case to any authorities? Are you being investigated?**

We have appointed data security legal specialists who are liaising with local authorities, including law enforcement agencies investigating the hacking incident.