

## **Data Security Issue: Instructions for Franchisees of the Impacted Dairy Queen Locations**

Thank you for signing the Dairy Queen Collaboration Agreement (the “Agreement”). As contemplated by the Agreement, International Dairy Queen, Inc. (“IDQ”) has prepared communication and notification materials related to the Backoff malware intrusion that impacted some Dairy Queen locations in the U.S. (the “Data Security Issue”).

The purpose of this message is to provide you with information on the steps IDQ will be taking to meet legal notification obligations, and also provide you with instructions on how to publish information about the Data Security Issue on your independent Dairy Queen website if you have one.

**This message is highly confidential. Please do not disseminate this message. If you have any questions or concerns, please email [investigation@idq.com](mailto:investigation@idq.com).**

### A. IDQ Action Items

On October 9, 2014, at **11:00 AM Central / 12:00 Noon Eastern**, IDQ will take the following steps to notify affected customers, nationwide media, relevant state agencies, and consumer reporting agencies of the Data Security Issue on behalf of the impacted Dairy Queen franchisees who have signed the Agreement:

1. Issue a press release regarding the Data Security Issue to national newswires. IDQ will issue the press release on behalf of the impacted Dairy Queen franchisees who have signed the Agreement.
2. Publish the substitute notification materials on IDQ’s website at [www.dq.com/datasecurityincident/](http://www.dq.com/datasecurityincident/). The substitute notification materials consist of:
  - a. Letter from John Gainor, president and CEO of IDQ;
  - b. List of the impacted Dairy Queen locations and the time periods during which they were impacted by the Data Security Issue; and
  - c. Additional Information guide. This document contains legally-required notification content, such as contact information for the Federal Trade Commission and the nationwide consumer reporting agencies, and information regarding fraud alerts and security freezes.
3. Publish additional materials on IDQ’s website:
  - a. Copy of the press release; and
  - b. Website FAQs. The FAQs provide information about the Data Security Issue, and indicate where customers can obtain additional information.
4. Notify relevant state agencies and the nationwide consumer reporting agencies. IDQ will submit these notifications on behalf of your location.

5. Activate the toll-free call center dedicated to this issue. Customers may call the toll-free number for additional information, including information about the identity repair services that will be offered to affected customers. The toll-free number will be included in the Letter from John Gainor.
6. Activate the identity repair services to be provided by AllClear ID to affected customers. These services will be provided free to affected customers for 12 months beginning October 9, 2014.

**B. Impacted Dairy Queen Locations Action Items**

For any impacted Dairy Queen franchise that maintains its own website, the relevant franchisee must take the following legally-required steps on **October 9, 2014 at 11:00 AM Central / 12:00 Noon Eastern** (or as soon as practicable thereafter, but in no event, prior to October 9, 2014 at 11:00 AM Central / 12:00 Noon Eastern):

1. Create a conspicuously-located banner on the homepage above the fold, in a color that does not blend in with the rest of the page and in an easily readable font size. The banner should say “Data Security Incident.” The banner on the homepage also should either contain the following language (in addition to “Data Security Incident”) or link to a newly-created page on the website that will indicate the following:

The Dairy Queen location at **[insert address]** was impacted during the following time period: **[insert start date]**, 2014 and **[insert end date]**, 2014. For more information, please click here. **[Insert hyperlink to [www.dq.com/datasecurityincident/](http://www.dq.com/datasecurityincident/)]**

or, if your website covers more than one Dairy Queen location, indicate the following:

The Dairy Queen locations listed below were impacted during the time periods set out below. **[Insert list of locations and applicable start and end dates]**. For more information, please click here. **[Insert hyperlink to [www.dq.com/datasecurityincident/](http://www.dq.com/datasecurityincident/)]**

2. Your start dates and end dates were provided to you in an email containing your store number and titled “Backoff Data Breach Window.” You should use the same start dates and end dates on your website as were provided to you in that email. The only exception is that, if after receiving the email with your Backoff Data Breach Window you responded to the [investigation@idq.com](mailto:investigation@idq.com) mailbox with a different end date, then in that case you should use that end date as the end date on your website.
3. Direct any customers with questions to visit the IDQ website at [www.dq.com/datasecurityincident/](http://www.dq.com/datasecurityincident/), which will contain the substitute notification materials described above.

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We appreciate your continued cooperation in connection with the Data Security Issue. Please direct questions to [investigation@idq.com](mailto:investigation@idq.com).