



8<sup>th</sup> July 2011

Over the last two weeks, we have had a team of independent investigative specialists working endlessly to examine why a small number of our customers received a spam email from a third party, to their Travelodge registered email address.

This enquiry has thoroughly examined our own IT infrastructures and databases and those belonging to our suppliers as well. The key findings from this report have revealed that we have been the unfortunate victims of a malicious attack because of the vindictive actions of one individual, who had access to an unencrypted section of our marketing database.

We can confirm no financial data has been stolen, accessed or compromised. This information is held on a stand alone, off site separate server. The data itself is encrypted and complies with current best practice standards and is audited to PCI (Payment Card Industry) requirements.

A small number of customers' names and email addresses were stolen, and these were used for the spam email. We can also confirm that no home or business address details were taken.

The report has confirmed that as a fully PCI compliant organisation, we have robust security IT measures in place and that our website is fully secure. Our customers should have no concerns about continuing to book with us.

However, in light of this incident, we will invest in further protecting and strengthening our data security and it is our intention to encrypt customers' names and email addresses, to prevent any future occurrence.

As previously stated, we informed the Information Commissioner's Office of this issue as soon as we found out and they are satisfied that we handled this incident appropriately.

The privacy and security of our customers' personal information is of the utmost importance and please be assured we have taken every step to ensure this doesn't happen again. Please accept our sincere apologies for any inconvenience this may have caused some of you.

I can reassure you that it's perfectly safe to book at [www.travelodge.co.uk](http://www.travelodge.co.uk)

Guy Parsons  
Travelodge CEO