



To: All Owners of Rental Accommodation Properties Serviced by Big White Central Reservations Ltd.

Re: Notice of Possible Data Breach

Dear Owner,

We are writing to you because of an incident involving unauthorized access to our servers which may contain certain personal information of yours, including your name, the address(es) associated with your Big White Central Reservations account and the banking information for any direct payment arrangement associated with your account. Although we are not aware of any actual misuse of your personal information, we are providing notice to you and other potentially affected parties about the incident, and about steps you can take to protect yourself against possible identity theft or fraud.

What Happened?

We determined on September 10, 2021 that our servers experienced an unauthorized intrusion at some point prior to that date. Although we have been investigating and addressing the incident since that time, we have not been able to establish definitively when this unauthorized intrusion occurred but our technical incident response team believes it was likely during the first half of this year. The intruder or intruders appear to have placed malware on our servers and, by doing so, may have gained access to certain personal data stored on those servers, including the personal information and banking data associated with your Big White Central Reservations account with us. The affected servers were immediately disconnected from all external connections and were subsequently removed from service. All data has been moved from unaffected backup sources to new, unaffected replacement servers. To date, the investigation into this incident indicates that the unauthorized intrusion began on approximately September 7, 2021 and ended on or before September 10, 2021. The intruders could potentially have obtained access to personal information and banking data stored on the affected servers during that time, although we have not been able to definitively establish what, if any, of such personal information and banking data has actually been accessed and/or copied by the intruders thus far.

What information Was Involved?

The information which the intruder may have obtained unauthorized access to includes your first and last name, your address and your banking information, all as associated with your Big White Central Reservations account. For non-residents of Canada, your Canadian tax payer identification number or Social Insurance Number (as applicable) may also have been accessed.

What Are We Doing?

We have been working with a leading cybersecurity provider to isolate the malware from our current operating systems and are actively monitoring our systems to safeguard all personal information stored within it. We will also be contacting and offering our cooperation with the appropriate law enforcement authorities.

What Can You Do?

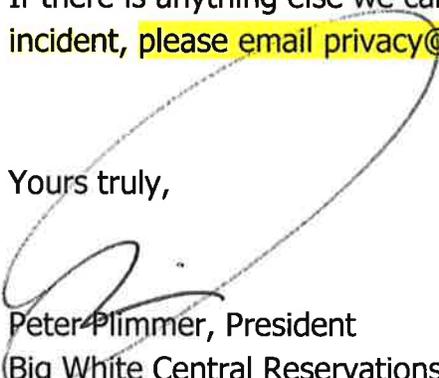
To protect yourself from the possibility of identity theft or fraud, we recommend that you monitor your banking statements and report any suspicious activity to the relevant financial institutions. We also recommend that you remain vigilant for any suspicious e-mails seeking additional personal or banking information from you.

For more information on identity theft and data breach incidents involving your personal information, we suggest you visit the website of the Office of the Information and Privacy Commissioner for Canada (www.priv.gc.ca).

For More Information

If there is anything else we can do to assist you with respect to this data breach incident, please email privacy@bigwhite.com.

Yours truly,



Peter Plimmer, President
Big White Central Reservations Ltd.