

Congress of the United States

Washington, DC 20510

December 2, 2015

Allan Wong Chi Yun
VTech Electronics North America, LLC
1156 W Shure Drive, Suite 200,
Arlington Heights, IL 60004

Dear Dr. Allan Wong Chi Yun,

We write to convey our concerns about the recent cybersecurity attack on your company and the resulting theft of private information on millions of Americans, including children 12 years old and younger. This breach raises several questions about what information VTech collects on children, how that data is protected, and how VTech complies with the Children's Online Privacy Protection Act (COPPA).

According to recent reports, a hacker breached VTech's customer database, accessing approximately five million customer accounts and related children's profiles. The hacker stole profile information including names, email addresses, mailing addresses and download history. The hacker also stole data about children, including names, genders, and birthdates.

This breach raises a number of concerns about how VTech complies with COPPA. In 1998, Congress passed COPPA to protect children's privacy by providing parents with tools to control the information websites collect about their children and block access to such information. Among many requirements, COPPA requires these operators to notify parents and obtain consent from them before collecting personal information from children, as well as take reasonable steps to protect the confidentiality, security, and integration of personal information collected about children.

As Cofounders of the bipartisan Congressional Privacy Caucus, we respectfully request that you answer the following questions:

1. For each of VTech's products, what data is your company collecting about children 12 years old and younger? Does VTech collect information about children from other sources (e.g., social media)? If yes, please provide such sources and information collected.
2. How does VTech use data collected about children?
 - a. For each type of information collected by the company, please specify whether that information is required to make the toy or product properly function.

- b. If the information is not required to make the toy or product properly function, please explain why the information is still collected.
3. Does VTech share or sell information about kids to third parties or data brokers? If yes, what information is shared or sold and with whom?
4. Could you specify how VTech protects its customers' data (e.g., encryption)?
5. In the breach described above, please specify each type of information that was stolen and how many customers were impacted. Please specify how many children were impacted.
6. What steps is VTech taking to prevent future breaches?
7. How does VTech plan to alert affected customers?
8. What services are VTech offering to parents and children impacted by the above mentioned breach (e.g., identity theft monitoring)?
9. How does VTech fully comply with COPPA?

Thank you for your attention to this important matter. Please provide a response no later than January 8, 2016. If you have any questions, please have a member of your staff contact Joseph Wender (Joseph.Wender@markey.senate.gov) or Daniel Greene (Daniel.Greene@markey.senate.gov) in Senator Markey's office or Amy Murphy (Amy.Murphy@mail.house.gov) in Congressman Joe Barton's office.

Sincerely,



Edward J. Markey
United States Senator



Joe Barton
Member of Congress