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Daniel Goldberg
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October 7, 2026

VIA E-MAIL

RI Office of the Attorney General
150 South Main Street
Providence, RI 02903 a
g@riag.ri.gov

Re: **Notice of Data Event**

To Whom it May Concern,

I am writing on behalf of Hasbro, Inc. ("Hasbro") to notify you, pursuant to R.I. Gen. Laws Ann. § 11-49.3-4, of a data incident that may have involved the personal information of certain Rhode Island residents.

On March 28, 2026, Hasbro identified a security incident involving its network and promptly took steps to secure its environment, including taking potentially impacted systems offline, notifying law enforcement, and engaging external forensic specialists. The investigation determined that an unauthorized actor obtained valid credentials through a vishing and social engineering campaign and accessed certain Hasbro systems between March 27 and March 28, 2026. On or about April 3, 2026, a separate unauthorized actor used information from that earlier compromise to access an employee's Hasbro account. Hasbro identified this activity on April 4, 2026, disabled the account, and has no evidence of access after that date.

As part of its ongoing review of the affected files, Hasbro identified on September 23, 2026 that certain data may have contained personal information of residents this state. Hasbro continues to analyze the affected data and will provide notification as appropriate.

The categories of personal information that may have been affected include Social Security numbers, driver's license numbers, financial account information (including payment card information), and usernames/email addresses and passwords.

Our assessment indicates that 608 Rhode Island residents may have been affected.

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Hasbro engaged external cybersecurity, forensic, and incident response specialists to investigate and remediate the incident. Containment was completed on April 4, 2026, when Hasbro disabled the compromised account, terminated unauthorized access, and took its primary data center offline for restoration. Remediation measures were deployed the same day, and Hasbro has implemented additional safeguards to help prevent a similar incident in the future.

Hasbro is notifying affected individuals via first-class mail, with notices going out beginning September 30, 2026. The notice will describe the incident, the information involved, protective steps individuals can take, and instructions for complimentary credit monitoring and identity theft protection. A copy of the individual notification letter is enclosed. Hasbro has also notified the major credit reporting agencies of the timing, content, and distribution of the notices and the approximate number of affected individuals.

Should you have any questions, please contact me using the details above.

Sincerely,

Daniel Goldberg