

PEOPLES TRUST COMPANY PRIVACY CLASS ACTION LAUNCHED

TORONTO, November 19, 2013 - The law firms of Sutts, Strosberg LLP, Charney Lawyers and Branch MacMaster LLP have launched a national class action against Peoples Trust Company. The lawsuit seeks damages arising from a privacy breach in which confidential personal information stored in an online application database was compromised by cybercriminals located in the People's Republic of China. Peoples Trust is a Canadian, wholly-owned trust company regulated by the *Trust and Loan Companies Act* and supervised by the Office of the Superintendent of Financial Institutions (OSFI).

On October 25, 2013, Peoples Trust sent about 12,000 to 13,000 letters to affected parties to notify them that a database containing their personal information had been accessed by unauthorized individuals in China. The personal information in that database included names, addresses, telephone numbers, email addresses, dates of birth and social insurance numbers. Peoples Trust discovered the breach when its customers complained of "phishing" attempts – text messages from an individual falsely claiming to represent Peoples Trust and asking the message recipient to provide their account details.

"The failure of companies to protect their customers' sensitive personal information is a serious issue in the digital age. Through this class action, the plaintiff seeks to hold Peoples Trust accountable," said Harvey T. Strosberg, Q.C. of Sutts, Strosberg LLP.

"We are shocked that Peoples Trust did not have sophisticated security measures in place to keep their customers' sensitive personal information safe. After all, Peoples Trust is essentially a bank," said Ted Charney.

The national class action was commenced today on behalf of all people whose personal information was compromised and claims \$13 million in compensation.

Harvey Strosberg, Q.C., has been recognized as one of the foremost class action litigators in Canada. Ted Charney is a well-known Toronto litigation lawyer with extensive experience in litigating class action lawsuits. Ward Branch is considered one of Canada's top "Bet the Company" class action litigators.

Anyone who received the October 25, 2013 notice letter from Peoples Trust or whose personal information contained in the online application database was compromised is encouraged to register at:

www.peoplestrustprivacyclassaction.com

For more information, please contact:

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