

Notice regarding the award notifications inadvertently sent by LINE TIMELINE Official Account

2021.01.03

(Chinese follows English / 中文版本在下方)

1. Overview

On December 30, 2020 at 17:15 (Taiwan time), LINE TIMELINE Official Account inadvertently sent out a #LIKEME User Post campaign award notification to all followers of that account, rather than to only the five actual winners. We sincerely apologize for any inconvenience or confusion that the message may have caused. The details of our investigation and our response to the incident are summarized below.

2. Incident assessment

In our internal process review, we found that, instead of sending an announcement to the five award winners, the award notification was sent to all LINE TIMELINE Official Account followers. That notification asked the recipients to fill in their personal information, and in the brief period before the mistake was corrected, some people had sent in their personal contact information.

- . Duration: December 30, 2020, from 17:15 to 17:25 (Taiwan time)
- . Number of users who submitted their personal contact information:
 - Taiwan: 5,289
 - Hong Kong: 7
 - United States: 3
 - Others: 3
 - Total: 5,302**

3. Our response

- . All personal contact information inadvertently collected because of this incident was deleted from the system on January 1, 2021. None of the information will be saved or used in any other capacity.
- . We notified the affected 5,261 users via LINE TIMELINE Official Account on January 3, 2021
- . We notified an additional 41 users via email on January 11, 2021
- . We sent 50 LINE POINTS in compensation to the 5,302 affected users on January 11, 2021

4. Correspondence in chronological order (all times are given in Taiwan time)

December 30, 2020, 17:15: LINE TIMELINE Official Account inadvertently sent out #LIKEME User Post campaign award notifications to all its followers

December 30, 2020, 17:25: The contact information form that accompanied the award notification was closed

December 30, 2020, 17:25: LINE TIMELINE Official Account sent out a correction notice

December 30, 2020, 18:16: LINE TIMELINE Official Account sent out the #LIKEME User Post campaign award notifications to the five award winners, using a new version of the contact information form

January 1, 2021: All personal contact information sent through the incorrect award notification was deleted from the system

5. Update history

January 3, 2021: Notification posted in Chinese and English

January 14, 2021: Notification updated

6. Inquiries regarding this matter

For users who have inquiries related to this incident, please contact us using the below form:

<https://contact-cc.line.me/detailId/13418>

LINE 貼文串官方帳號誤遞送得獎通知之事件說明

1. 事件概要

2020 年 12 月 30 日台灣時間 17:15 發生 LINE 貼文串官方帳號誤將「生活超玩咖」得獎通知發送給此官方帳號之所有好友，因此造成用戶困擾，我們感到十分抱歉，在此以本文說明我們對此事件的調查與應對。

2. 事件評估

經內部查核發現，因 LINE 貼文串官方帳號發送「生活超玩咖」得獎通知時，未設定篩選目標之傳送對象即發出訊息，以至此官方帳號之所有好友皆收到通知，部份用戶並完成填寫得獎通知中之個人聯絡資料。

- ． 影響期間：2020 年 12 月 30 日 台灣時間 17:15 至 17:25
- ． 完成填寫個人聯絡資料之用戶數：

台灣	5,289
香港	7
美國	3
其它	3
總計：	5,302

3. 事件之應對措施

- ． 自系統刪除此次失誤操作而取得之用戶資料，所有相關用戶資料將不被保存，亦不會移作他用。

- ． 我們於 2021 年 1 月 3 日透過 LINE 貼文串官方帳號通知 5,261 名用戶。
- ． 我們於 2021 年 1 月 11 日以電子郵件通知 41 名用戶。
- ． 我們於 2021 年 1 月 11 日發送 50 點 LINE POINTS 予受本事件影響而完成填寫個人聯絡資料之 5,302 名用戶。

4. 本事件發生的時間序列 (以上為台灣時間)

2020 年 12 月 30 日 17:15 LINE 貼文串官方帳號發出「生活超玩咖」得獎通知訊息

2020 年 12 月 30 日 17:25 關閉「生活超玩咖」得獎通知中之聯絡資訊填寫表單

2020 年 12 月 30 日 17:25 LINE 貼文串官方帳號發出更正啟事

2020 年 12 月 30 日 18:16 LINE 貼文串官方帳號重新發送「生活超玩咖」之得獎訊息至五名得獎者，並改採用新版本聯絡資訊填寫表單

2021 年 1 月 1 日 自系統刪除本案個人聯絡資料

5. 更新紀錄

2021 年 1 月 3 日公開

2021 年 1 月 14 日更新

6. 若您對於此事件仍有擔憂，請聯繫客服

若您對於此事件仍有擔憂，歡迎您聯繫我們的客服團隊。請使用個人 LINE 帳號進入：

<https://contact-cc.line.me/detailId/13418>
