

# Epsilon Data Breach Could Be Largest in U.S. History

April 5, 2011

A recent data breach of customer names and email addresses stored with the Epsilon marketing firm is being called one of the biggest data breaches in U.S. history. Epsilon is the world's largest provider of permission-based email marketing and sends out more than 40 billion emails annually on behalf of many large U.S. companies. Companies have begun to notify consumers of the breach, and it is important for any companies with ties to Epsilon to stay up-to-date on any developments.

## What Happened

On March 30, 2011, Epsilon detected that an unauthorized third party had accessed its extensive email database. The Dallas-based company is still investigating how the breach occurred, but says that the information obtained was limited to email addresses and/or consumer names. More sensitive information, such as financial, transaction, and credit card data apparently was not compromised. At this stage, it is not known how many consumers have been affected. [Read more ...](#)