

A Bad Data Breach Week for Retailers Using [24]7.ai

April 6, 2018 - If you've never heard of [24]7.ai, you're not alone. And it is probably a pretty safe bet that some people at Best Buy, Delta Airlines and Sears Holdings wish that they had never heard of them either. That's because they all use some website services supplied by [24]7, and they all had to make announcements this week that those services had been breached.

Tweet

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(function() {  
var s = document.createElement('SCRIPT'), s1 = document.getElementsByTagName('SCRIPT')[0];  
s.type = 'text/javascript';  
s.src = 'http://widgets.digg.com/buttons.js';  
s1.parentNode.insertBefore(s, s1);  
})();
```

```
(function() {  
var po = document.createElement('script'); po.type = 'text/javascript'; po.async = true;  
po.src = 'https://apis.google.com/js/plusone.js';  
var s = document.getElementsByTagName('script')[0]; s.parentNode.insertBefore(po, s);  
})();
```

All of the companies have said that only a small portion of their customers have been impacted in this breach, but each of them have millions of customers. And according to the information that has been released, the breach did include customer payment information.

A statement from [24]7 which was released on Wednesday says "[24]7.ai discovered and contained an incident potentially affecting the online customer payment information of a small number of our client companies, and affected clients have been notified. The incident began on Sept. 26, and was discovered and contained on Oct. 12, 2017. We have notified law enforcement and are cooperating fully to ensure the protection of our clients and their customers' online safety. We are confident that the platform is secure, and we are working diligently with our clients to determine if any of their customer information was accessed."

The company provides services that introduce artificial intelligence to retail websites. Those services include things like predictive chat which engages consumers and keeps them on websites longer with the goal of selling them something.

Best Buy has setup a web page to address consumer concerns of the data breach. Anyone who has reason to believe that their information was compromised in this data breach at any of the above mentioned retailers should closely review their credit card bills for fraudulent charges.

byJim Malmberg

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