

November 18, 2025

Hello Discount Tire family,

As the holiday season approaches, we will see a rise in cyber security threats. We must stay vigilant so we can protect ourselves and the important information we have been entrusted with regarding the company, Our People, and Our Customers.

Please take a moment to review these essential tips and keep them in mind this holiday season.

Holiday-themed phishing emails

- Attackers commonly send messages that look like:
 - Fake package delivery notifications.
 - "Order confirmation" emails for things you never purchased.
 - Holiday e-cards or charity requests.
 - Travel itinerary updates.
- Hover over and verify links before you click.
- Report anything suspicious to Enterprise_Cybersecurity@discounttire.com.

Shopping online safely

- Many retailers send promotional links and QR codes during this season, verify they are legitimate sources.
 - Be cautious with personal shopping on work devices.
 - Avoid entering personal payment information, downloading shopping apps, or signing in to accounts on company devices.
 - If you can, use a credit card as opposed to a debit card.
- NOTE:** There are laws to limit your liability for fraudulent credit card charges, but you may not have the same level of protection for your debit cards.
- Or use reliable payment services like Google Pay, Apple Pay or PayPal.
 - Regularly check your financial accounts for any suspicious activity.

Multi-factor authentication (MFA)

- If you haven't enabled MFA on your personal email, banking, and shopping accounts, now's the time.
- According to Microsoft, MFA blocks more than 99% of attacks that rely on stolen credentials.

Keep devices up to date

- Make sure laptops, tablets, and phones (personal and corporate) are fully updated before your holiday travel.
- This reduces your risk if you're connecting from hotels, airports, or public Wi-Fi.

Public Wi-Fi

- If you must use public Wi-Fi, avoid accessing your sensitive accounts.
- Use your hotspot, when possible.
- Keep your VPN enabled on company devices.

Verify charities and donation requests

- The FTC warns that fake charity scams spike this time of year.
- Verify websites, don't donate via links sent by text/email, and avoid urgent requests for wire transfers or gift cards.

Report suspicious activity

- If something doesn't seem right—an email, text, login prompt, or system behavior—report it IMMEDIATELY.
- If you receive a suspicious email report it as phishing.
- If you inadvertently click on a link, open an attachment from an unknown source, or think you may have accepted an unauthorized MFA request, please contact the Service Desk.
- Quick reporting helps us protect the company and each other.

If you have any questions, please contact Enterprise_Cybersecurity@discounttire.com.

Wishing you a safe and joyful holiday season!