

New York Yankees Accidentally Leak 20,000 Season Ticket Holders' Data

by Credit.com on 04/29/2011

The New York Yankees accidentally released a file containing the personal account information on more than 20,000 season ticket holders after an employee mistakenly emailed an internal file to a list of about 2,000 of the Yankees executive clients.

According to a report from the sports news site [Deadspin](#), the names, addresses, email information and phone numbers were included in the file, along with seat numbers, account numbers and ticket package codes.



The data leak was caused by a single Yankees employee, who inadvertently attached the file to a regularly scheduled newsletter sent to roughly 2,000 of the club's clients, the report said. The team has since acknowledged that the breach occurred, but that the person responsible was still with the organization.

“People make mistakes, but how do you do that?” James Rodriguez, who was among the affected season ticket holders, told Deadspin. “Makes you not want to re-up with them, especially with what I’m paying. I have no idea what someone can do to me with that data.”

“The Yankees’ data leak is a great example of how in data protection, we are often one mouse click away from disaster,” Brian McGinley, senior vice president of data risk management at Identity Theft 911, told Credit.com.

According to McGinley, “Email is like shooting a gun, once you pull the trigger, it’s tough to recall the bullet—or in this case the email with a spreadsheet containing the identities and personal information of the Yankees season ticket holders.”

The Yankees immediately took steps to make sure a similar mistake won’t happen again in the future and “deeply regret this incident, and any inconvenience it might cause.”

“A mistake was made. We are being as transparent as possible and have already taken measures and steps to ensure this never happens again,” team spokesman Jason Zillo said.

Over the last few months we’ve seen the number of data breaches from major organizations reach epic proportions with [Sony](#), [Epsilon](#), [The Cord Blood Registry](#), the [Social Security Administration](#) and now, the newest game in town—America’s game of baseball.

As Credit.com’s chairman and founder, Adam Levin puts it, “At the rate we are going, no one will be left unscathed—we will all be in harm’s way.”

Image by [caseywest](#), via Flickr