

<https://www.cyberdaily.au/security/10130-customer-data-stolen-in-major-australiaa...>

Customer data stolen in major Australian supplement brand cyber attack

Popular Australian supplement brand Elite Supplements has disclosed a data breach on its systems and is warning its customers that their personal data has been compromised.



Daniel Croft

SHARE

• Mon, 05 Feb 2024 • SECURITY

The company, which is quickly becoming one of the country's largest supplement brands with over 50 physical locations, said it discovered the breach on 30 January 2024.

"We are writing to let you know that in recent days, Elite Supplements has been the subject of a cyber attack, resulting in one or more unknown parties gaining access to some of our customer data," the breach notice to customers said.

"We are taking the breach extremely seriously and have been working through the implications since we were first alerted to its possibility on 30/01/2024.

"Our intention has been to verify that a breach has occurred and to ascertain as much as we could about what data was accessed before alerting customers."

The company said the accessed data includes names, shipping addresses, email addresses and phone numbers belonging to online customers. No passwords or financial details such as credit card or payment information have been compromised.

Elite Supplements added that it was contacted by the threat actor behind the attack but that it has no conclusive understanding of what they may do with the stolen data.



The threat actor reaching out to the company could indicate a ransomware attack, as the contact could be ransom demands. However, this has not been confirmed by the company, nor have any threat feeds seen by Cyber Daily indicated this.

Since the breach, Elite Supplements said it has secured its systems and data, reached out to cyber security professionals and began the process of notifying government authorities.

cyberdaily.au | DISCOVER

“Elite Supplements deeply regrets this incident, which comes despite the considerable investment we have made in cyber security.

“We sincerely apologise for any inconvenience or distress the breach has caused our customers.

“Given that access has been gained to some customer email addresses and phone numbers, we urge you to be extra vigilant with communications that appear to be from Elite Supplements.

“Please be reassured that responding to this incident, and doing everything we can to protect our customers’ interests, is our highest priority at present. We will keep you informed as soon as we have new information to share,” it said.

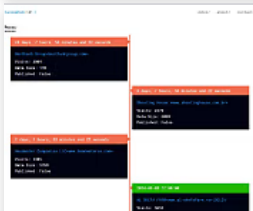
Cyber Daily will provide updates to this developing story as they become known.

RELATED CONTENT



American Express customers exposed in third-party breach

[READ MORE](#)



The rise of RansomHub: Uncovering a new ransomware-as-a-service operation

[READ MORE](#)