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Discovered a database containing data of 3.3 million Hello Kitty fans

December 21, 2015 By Pierluigi Paganini

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The researcher Chris Vickery has discovered a database leak that exposed 3.3 million accounts belonging to Hello Kitty fans.
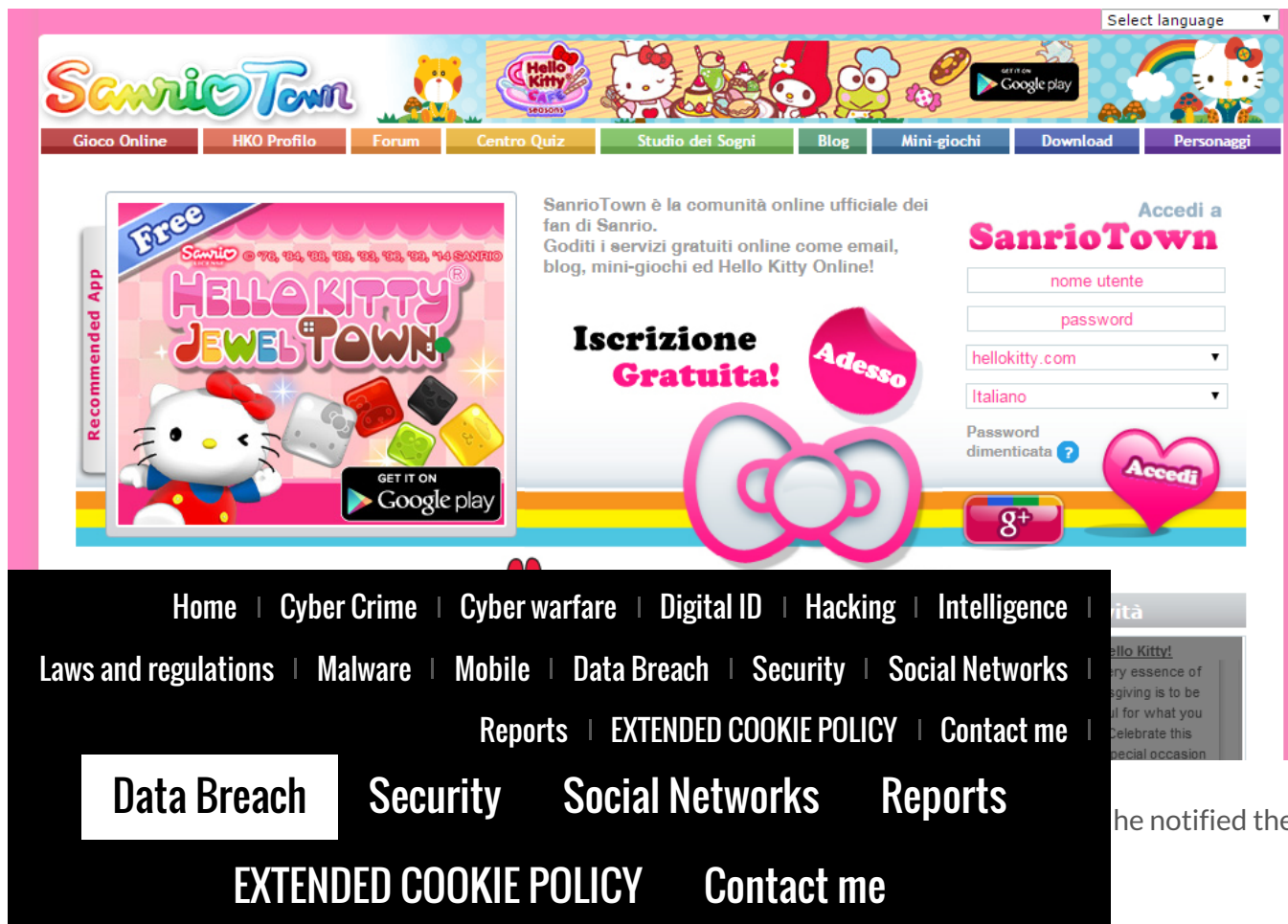
The database of the official online community for Hello Kitty and other Sanrio characters, the sanriotown.com, has suffered a data breach. The researcher Chris Vickery has discovered online a database exposing 3.3 million accounts belonging to Hello Kitty fans.

According to Vickery not only the primary database sanriotown.com was affected, the fan portals of the following websites were also impacted by the leak:

- hellokitty.com;
- hellokitty.com.sg;
- hellokitty.com.my;
- hellokitty.in.th;
- mymelody.com.

On Saturday evening, Vickery reported the discovery to Databreaches.net and Salted Hash.

The records exposed include first and last names, gender, encoded birthday (easily reversible), country, email addresses, SHA-1 hash passwords, password hint questions with corresponding answers, and other information.

This incident is raising great concern in the IT security industry because one again personal information of children are exposed online.

At the end of November, the **VTech** toy maker has been hacked exposing data of **11.6 million people**, 6.4 million of them belonging to children.

The recent VTech data breach exposed 11.6 million people, and 6.4 million of them were children.

The identity theft of a child is even more insidious because crooks could abuse of the stolen data for years.

Every time I receive news of a data breach I suggest affected users to the change password for all the websites that share the same login credentials.

The same suggestion is valid for users that share the same hint question and answer across different websites.

Pierluigi Paganini

(**Security Affairs** – **Hello Kitty, data breach**)

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Network and Information Security)Treat Landscape Stakeholder Group, he is also a Security Evangelist, Security Analyst and Freelance Writer. Editor-in-Chief at "Cyber Defense Magazine", Pierluigi is a cyber security expert with over 20 years experience in the field, he is Certified Ethical Hacker at EC Council in London. The passion for writing and a strong belief that security is founded on sharing and awareness led Pierluigi to find the security blog "Security Affairs" recently named a Top National Security Resource for US. Pierluigi is a member of the "The Hacker News" team and he is a writer for some major publications in the field such as Cyber War Zone, ICTTF, Infosec Island, Infosec Institute, The Hacker News Magazine and for many other Security magazines. Author of the Books "The Deep Dark Web" and "Digital Virtual Currency and Bitcoin".

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