

Wednesday, July 23, 2025

Hey friends,

We wanted to quickly address an email that you may have received today from someone named Ryan claiming to have found a “data leak” involving Fresh Baked. We want to clarify that this individual is not associated with Fresh Baked and their message misrepresented the facts of the situation, but this has led us to enact a few changes we want to share with you.

What Actually Happened

Let us be clear: **there has been no data breach.**

We discovered a small vulnerability on our public profile pages that allowed someone to scrape limited user information, including names and email addresses. No passwords or any sensitive data were accessed or leaked, because none of that information is visible or stored in a way that would allow for it.

Our Response and Commitment

We’re not taking this lightly. We take your privacy and security seriously. Here’s what we are doing to further protect your information:

- Conducting a thorough review of every access point to our platform.
- Adding new layers of protection to prevent similar situations.
- Reducing the amount of surface-level public data.

Our Values

We built Fresh Baked out of love for the parks and the people who share them. It is unfortunate that someone chose to act unethically and contact users directly with misleading information. We understand that even the idea of something like this can be unsettling, and for that, we are truly sorry. We are committed to transparency and to safeguarding your trust.

If you have any questions or concerns, we’re here to talk—just email info@coldestriver.software.

Thank you for being part of this amazing community. We’re proud of what we’ve built, and even more proud of the people we’ve built it for.

With gratitude (and determination),

The Fresh Baked Team