

# Postal code L7G spent \$79K on Ashley Madison

An analysis of Ashley Madison credit card transactions reveals where Canadians spent the most money on the adultery-promoting dating website.

Recently, hackers released a deluge of data allegedly stolen from the Toronto-based company, including seven years' worth of billing data. The leak included partial credit card numbers, transaction amounts and the street addresses of customers. To protect the customers' privacy, the Toronto Star has aggregated the transactions by the first three digits of each postal code. The accuracy of the data itself cannot be verified. All of the site's members are consenting adults.

Topping the list is the corner of Toronto's Yonge St. and Eglinton Ave. W. Not coincidentally, this is also the location of the main office of Avid Life Media Inc., Ashley Madison's parent company.

More than \$215,000 in transactions are recorded at the company's address. The small town of Lloydminster, which straddles the border between Alberta and Saskatchewan, is the second-highest spending postal code in the country. The records suggest \$142,000

worth of transactions originated from this corner of Alberta alone.

Postal codes in Milton and Oakville are third and fourth, respectively. The two GTA neighbourhoods spent more than \$130,000 each on the online service.

Halton Hills postal code L7G spent \$79,258.68.

A postal code in Guelph, Ont. rounds out the top five highest spenders. In contrast, neighbourhoods in Selkirk, Man., Moncton N.B. and downtown Montreal spent the least amount on Ashley Madison, the data indicate.

These total dollar figures do not control for the population within each postal code.

Avid Life Media said in a statement it was working with several law enforcement agencies to find those responsible for the breach.

"Regardless of the nature of the content, our customers, this company, and its employees are all exercising their legal and individual rights, and all deserve the ability to do so unhindered by outside interference, vigilantism, selective moralizing and judgment," the statement said.

-Torstar News Service

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