



Processing Center • P.O. BOX 141578 • Austin, TX 78714



00703  
JOHN Q. SAMPLE  
1234 MAIN STREET  
ANYTOWN US 12345-6789

July 17, 2018

Subject: Notice of Data Security Incident

Dear John Sample:

We are writing to inform you of a data security incident that may have involved your payment card information. At AutoPets, we take the privacy and security of your information very seriously. We are writing to both inform you of the incident, and to advise you about certain steps that can be taken to ensure your information is protected.

**What Happened?** On May 30, 2018, AutoPets learned of suspicious activity on our third-party vendor's e-commerce web platform occurring in November, 2017. Upon discovering the incident, we worked with a leading forensics firm to determine what happened and whether customer payment card information had been accessed or acquired without authorization.

**What Information Was Involved?** We believe that the incident could have exposed payment card information belonging to customers who utilized our web platform to purchase products from November 9, 2017 to November 30, 2017. The affected payment card information may have included names, card numbers, expiration dates, and security codes.

**What Are We Doing?** As soon as AutoPets discovered the incident, we took the steps described above. In addition, we immediately reported the matter to the payment card brands to protect your payment card information and prevent fraudulent activity. We have also been in contact with the Federal Bureau of Investigation ("FBI") about the incident to hold the perpetrators accountable. We are providing you with information about steps that you can take to help protect your personal information. Finally, because we take the security of all personal information very seriously, we have taken steps to enhance the security of our e-commerce web platform in order to prevent similar incidents from occurring in the future.

**What You Can Do:** You can follow the recommendations on the following page to protect your personal information. We recommend that you review your current and past credit and debit card account statements for discrepancies or unusual activity. If you see anything that you do not understand or that looks suspicious, or if you suspect that any fraudulent transactions have taken place, you should call the bank that issued the credit or debit card immediately.



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As an added precaution, we have arranged to have AllClear ID protect your identity for 12 months at no cost to you. The following identity protection services start on the date of this notice and you can use them at any time during the next 12 months.

**AllClear Identity Repair:** This service is automatically available to you with no enrollment required. If a problem arises, simply call 1-855-309-1259, provide your Reference Code Redemption Code, and a dedicated investigator will help recover financial losses, restore your credit and make sure your identity is returned to its proper condition.

**For More Information:** Further information about how to protect your personal information appears on the following page. If you have questions or need assistance, please call AllClear ID at 1-855-309-1259, Monday through Saturday, 8:00 a.m. – 8:00 p.m. Central Time. Please have your reference code ready.

Thank you for your loyalty to AutoPets and your patience through this incident. We take your trust in us and this matter very seriously. Please accept our sincere apologies for any worry or inconvenience that this may cause you.

Sincerely,

Brad Baxter, President

## STEPS YOU CAN TAKE TO FURTHER PROTECT YOUR INFORMATION

**Review Your Account Statements and Notify Law Enforcement of Suspicious Activity:** As a precautionary measure, we recommend that you remain vigilant and review your account statements and credit reports closely. If you detect any suspicious activity on an account, you should promptly notify the financial institution or company with which the account is maintained. You should also promptly report any fraudulent activity or any suspected incidence of identity theft to proper law enforcement authorities, your state attorney general, and/or the Federal Trade Commission (the "FTC").

**Copy of Credit Report:** You may obtain a free copy of your credit report from each of the three major credit reporting agencies once every 12 months by visiting <http://www.annualcreditreport.com/>, calling toll-free 877-322-8228, or by completing an Annual Credit Report Request Form and mailing it to Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348. You can also contact one of the following three national credit reporting agencies:

<b>Equifax</b> P.O. Box 105851 Atlanta, GA 30348 1-800-525-6285 <a href="http://www.equifax.com">www.equifax.com</a>	<b>Experian</b> P.O. Box 9532 Allen, TX 75013 1-888-397-3742 <a href="http://www.experian.com">www.experian.com</a>	<b>TransUnion</b> P.O. Box 1000 Chester, PA 19016 1-877-322-8228 <a href="http://www.transunion.com">www.transunion.com</a>	<b>Free Annual Report</b> P.O. Box 105281 Atlanta, GA 30348 1-877-322-8228 <a href="http://www.annualcreditreport.com">www.annualcreditreport.com</a>
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**Fraud Alert:** You may want to consider placing a fraud alert on your credit report. An initial fraud alert is free and will stay on your credit file for at least 90 days. The alert informs creditors of possible fraudulent activity within your report and requests that the creditor contact you prior to establishing any accounts in your name. To place a fraud alert on your credit report, contact any of the three credit reporting agencies identified above. Additional information is available at <http://www.annualcreditreport.com>.

**Security Freeze:** In some U.S. states, you have the right to put a security freeze on your credit file. This will prevent new credit from being opened in your name without the use of a PIN number that is issued to you when you initiate the freeze. A security freeze is designed to prevent potential creditors from accessing your credit report without your consent. As a result, using a security freeze may interfere with or delay your ability to obtain credit. You must separately place a security freeze on your credit file with each credit reporting agency. If you request a security freeze from a consumer reporting agency there may be a fee up to \$10 to place, lift or remove the security freeze. In order to place a security freeze, you may be required to provide the consumer reporting agency with information that identifies you including your full name, Social Security number, date of birth, current and previous addresses, a copy of your state-issued identification card, and a recent utility bill, bank statement or insurance statement.

**Additional Free Resources:** You can obtain information from the consumer reporting agencies, the FTC or from your respective state Attorney General about steps you can take toward preventing identity theft. You may report suspected identity theft to local law enforcement, including to the FTC or to the Attorney General in your state. Residents of Maryland, North Carolina, and Rhode Island can obtain more information from their Attorneys General using the contact information below.

<b>Federal Trade Commission</b> 600 Pennsylvania Ave, NW Washington, DC 20580 <a href="http://consumer.ftc.gov">consumer.ftc.gov</a> , and <a href="http://www.ftc.gov/idtheft">www.ftc.gov/idtheft</a> 1-877-438-4338	<b>Maryland Attorney General</b> 200 St. Paul Place Baltimore, MD 21202 <a href="http://oag.state.md.us">oag.state.md.us</a> 1-888-743-0023	<b>North Carolina Attorney General</b> 9001 Mail Service Center Raleigh, NC 27699 <a href="http://ncdoj.gov">ncdoj.gov</a> 1-877-566-7226	<b>Rhode Island Attorney General</b> 150 South Main Street Providence, RI 02903 <a href="http://www.riag.ri.gov">http://www.riag.ri.gov</a> 401-274-4400
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**You also have certain rights under the Fair Credit Reporting Act (FCRA):** These rights include knowing what is in your file; disputing incomplete or inaccurate information; and requiring consumer reporting agencies correct or delete inaccurate, incomplete, or unverifiable information. For more information about the FCRA, please visit <http://www.consumer.ftc.gov/articles/pdf-0096-fair-credit-reporting-act.pdf>.

