



January 17, 2017

«AddressBlock»

«GreetingLine»

RE: Notice of Data Security Incident

We are writing to provide you with information about a data security incident we experienced.

What Happened and What Information Was Involved

On December 28, 2016, we discovered and removed malware on our e-commerce website that was placed there on December 22, 2016. The malware could have obtained access to information you submitted to the website between those dates, such as billing and shipping names, email addresses, telephone numbers, and addresses, and payment card number, CVV, and expiration date. Because you are in a position to further protect against any potential misuse of your information, we wanted to inform you of the situation and encourage you to take steps you deem appropriate to help protect yourself.

What We Are Doing

We removed the malware from our website and we are taking steps to strengthen our protection of personal information. We will continue to closely monitor and take further steps as appropriate to safeguard such information.

We encourage you to take the steps you deem appropriate to help protect yourself. To assist you in these efforts and in an abundance of caution, we have arranged to have AllClear ID protect your identity for 24 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 24 months.

AllClear Identity Repair: This service is automatically available to you with no enrollment required. If a problem arises, simply call 1-877-676-0379 and a dedicated investigator will help recover financial losses, restore your credit and make sure your identity is returned to its proper condition.

AllClear Credit Monitoring: This service offers additional layers of protection including credit monitoring and a \$1 million identity theft insurance policy. To use this service, you will need to provide your personal information to AllClear ID. You may sign up online at <https://enroll.allclearid.com> using the following redemption code «Assigned_Redemption_Code».

Please note: Additional steps may be required by you in order to activate your phone alerts and monitoring options.

What You Can Do

You can take other steps to protect against any potential misuse of the information. To assist you in protecting yourself, we provide general information below.

We recommend that you consider contacting your payment card provider to request a new account number, as well as reviewing your credit report from each of the three major credit reporting agencies: Experian, Equifax, and Transunion (contact information provided below). The law entitles you to receive a free copy of your credit report annually from each of the three major credit reporting agencies. To order your free credit report, visit <http://www.annualcreditreport.com> or call, toll-free, 1-877-322-8228.

EXPERIAN
P.O. Box 9532
Allen, TX 75013
(888) 397-3742

EQUIFAX
P.O. Box 740256
Atlanta, GA 30374
(800) 525-6285

TRANSUNION
P.O. Box 2000
Chester, PA 19022
(800) 680-7289

When you receive your credit report, review it carefully. If you discover errors or unauthorized accounts or charges on your credit reports, you should immediately notify the appropriate credit bureau by telephone and in writing. If you find suspicious activity on your credit reports or have reason to believe your information is being misused, file a police report with local law enforcement, your state attorney general, and/or notify the Federal Trade Commission at <https://www.identitytheft.gov/>; Consumer Response Center, 600 Pennsylvania Avenue, NW, Washington, DC 20580; or 1-877-IDTHEFT (438-4338). You should obtain a copy of the police report because many creditors require the information it contains before they will absolve you of the fraudulent debts.

Even if you do not find any suspicious activity on your initial credit reports, the Federal Trade Commission recommends that you check your credit reports and account statements periodically and remain vigilant for incidents of fraud and identity theft. Monitoring your credit reports is one of the best ways you can protect yourself. You may also learn about fraud alerts and security freezes from the sources above.

We take your privacy and the protection of personal information very seriously. We sincerely regret any inconvenience that this situation may cause you. We encourage you to take advantage of the AllClear ID services that we are offering to you at no expense.

For More Information

If you have any questions, please email us at inquiry@brevilleusa.com or call us on (866) 273-8455 (Hours: 8am - 5pm, Pacific Time, Monday through Friday, excluding Holidays).

Sincerely,



Damian Court
President – USA
Breville USA, Inc.

Enclosures