

Return Mail Processing Center
P.O. Box 6336
Portland, OR 97228-6336

<<First Name>><<Last Name>>

<<Address 1>>

<<Address 2>>

<<City>><<State>><<Zip>>

<<Date>>

<<Country>>

Dear <<First Name>>:

Thank you for being a James Perse customer. We are contacting you because we recently learned about an incident at one of our service providers that may have affected personal information you provided during the checkout process.

In response, we have reviewed our security protocols and taken appropriate steps to address the security of our platform. We are closely monitoring our platform for any future attempts at improper access. In addition, we promptly engaged an outside forensic investigation specialist to conduct a thorough investigation to determine the scope of the incident, and to confirm that the security and integrity of our online and mobile stores has been restored. We have identified the source of the incident and removed malicious code that was added to our platform through our service provider.

We have not confirmed that customer information was actually obtained, but we cannot rule out that possibility.

WHAT HAPPENED

On February 18th, one of our service providers notified us that its system had been attacked by an unknown person who gained unauthorized access to our online and mobile sites. We began an investigation immediately and our investigation revealed that the unauthorized person may have been able to access portions of our system administered by one of our service providers, including customer information used to process payments for purchases by credit card, during the period of February 9th to February 21st.

WHAT INFORMATION WAS INVOLVED

The malicious code may have allowed the unauthorized third party to view and/or obtain credit card information (including the credit card number, expiration date, security code, and the first and last name of the card holder), billing address, shipping, email address and other contact information entered by our customers who made purchases at our online and mobile stores with a credit card between February 9th and February 21st, 2019.

WHAT WE ARE DOING

In response to the notification from our service provider of the incident, we promptly engaged an outside forensic investigation specialist to conduct an investigation to determine the scope of the incident, and to confirm that the security and integrity of our online and mobile stores has been restored. We have also taken additional steps to help make our online and mobile sites safe, including resetting credentials to prevent unauthorized account access, and establishing enhanced system monitoring and alerts to protect against recurrence.

We are also offering you one year of **free** credit monitoring services through Experian IdentityWorksSM Credit 3B. This product helps detect possible misuse of your personal information and provides you with superior identity protection support focused on immediate identification and resolution of identity theft.

Activate IdentityWorks Credit 3B in Three Easy Steps

1. ENROLL by: <<Enrollment deadline>> (Your code will not work after this date.)
2. Visit the **Experian IdentityWorks website** to enroll: <https://www.experianidworks.com/3bcredit>
3. PROVIDE the **Activation Code**: <<Activation Code>>

If you have questions about the product, need assistance with identity restoration or would like an alternative to enrolling in Experian IdentityWorks online, please contact Experian's customer care team at 877-288-8057. Be prepared to provide engagement number <<Engagement number>> as proof of eligibility for the identity restoration services by Experian.

WHAT YOU CAN DO

In addition to reviewing the items discussed below, we encourage you to remain vigilant and review your account statements. We also encourage you to be especially aware of email, telephone or other types of messaging scams that ask for personal or sensitive information. We will not contact you in any way, including by email, asking for credit card numbers, social security numbers or national identity numbers. If you are asked for this information, you can be confident James Perse is not the requesting entity.

OTHER IMPORTANT INFORMATION

Please consider the following additional information:

- You may wish to visit the website of the U.S. Federal Trade Commission at <http://www.consumer.ftc.gov/features/feature-0014-identity-theft> or reach the FTC at 877-382-4357 or 600 Pennsylvania Avenue, NW, Washington, DC 20580 for further information about how to protect yourself from identity theft. Your state Attorney General may also have advice on preventing identity theft, and you should report instances of known or suspected identity theft to law enforcement, your State Attorney General, and the FTC.
 - Maryland Residents: If you are a Maryland resident, you can reach the Maryland Attorney General at 888-743-0023 (toll free in Maryland) or Office of the Attorney General, 200 St. Paul Place, Baltimore, Maryland 21202.
 - North Carolina Residents: You can reach the North Carolina Attorney General at 919-716-6400 or Office of the Attorney General, 9001 Mail Service Center, Raleigh, North Carolina 27699.
 - Rhode Island Residents: If you are a Rhode Island resident, you can reach the Rhode Island State Attorney General at 1-401-274-4400 or Office of the Attorney General, 150 South Main Street, Providence, RI 02903. We estimate that the personal information of approximately 1 individual in Rhode Island may have been compromised as part of this security incident.
- You may have the right to obtain any police report filed related to this intrusion, and to file a police report and obtain a copy of it if you are the victim of identity theft.
- U.S. residents are entitled under U.S. law to one free credit report annually from each of the three major credit bureaus. To order your free credit report, visit www.annualcreditreport.com or call toll-free 877-322-8228.
- You can request information regarding “fraud alerts” and “security freezes” from the three major U.S. credit bureaus listed below. At no charge, if you are a U.S. resident, you can have these credit bureaus place a “fraud alert” on your file that alerts creditors to take additional steps to verify your identity prior to granting credit in your name. This service can make it more difficult for someone to get credit in your name. Note, however, that because it tells creditors to follow certain procedures to protect you, it also may delay your ability to obtain credit while the agency verifies your identity. As soon as one credit bureau confirms your fraud alert, the others are notified to place fraud alerts on your file. A “security freeze” generally prohibits the credit reporting agency from releasing your credit report or any information from it without your written authorization. You should be aware that placing a security freeze on your credit account may delay or interfere with the timely approval of any requests that you make for new loans, credit, mortgages, or other services. Unlike fraud alerts, to obtain a security freeze

you must send a written request to each of the three major reporting agencies and you may be required to provide information such as your: (1) name; (2) Social Security number; (3) date of birth; (4) current address; (5) addresses over the past five years; (6) proof of current address; (7) copy of government identification; and (8) any police/investigative report or complaint. Should you wish to place a fraud alert or a security freeze, or should you have any questions regarding your credit report, please contact any one of the agencies listed below.

- Experian: 888-397-3742; www.experian.com; P.O. Box 9554, Allen, TX 75013
- Equifax: 800-525-6285; www.equifax.com; P.O. Box 105788, Atlanta, GA 30348
- TransUnion: 800-680-7289; www.transunion.com; Fraud Victim Assistance Division, P.O. Box 2000, Chester, PA 19022-2000

Please note that although James Perse is offering to provide identity credit monitoring services for one year free of charge via Experian IdentityWorksSM Credit 3B, the consumer reporting agencies listed above may require fees for their services.

FOR MORE INFORMATION

If you have further questions or concerns, please contact us via email at assistance@jamesperse.com, or via phone at 866-466-0668 (Toll free) or 424-216-7070.

Sincerely,

James Perse Customer Service

Additional details regarding your 12-MONTH EXPERIAN IDENTITYWORKS CREDIT 3b Membership:

A credit card is **not** required for enrollment in Experian IdentityWorks Credit 3B.

You can contact Experian **immediately without needing to enroll in the product** regarding any fraud issues. Identity Restoration specialists are available to help you address credit and non-credit related fraud. Once you enroll in Experian IdentityWorks, you will have access to the following additional features:

- **Experian credit report at signup:** See what information is associated with your credit file. Daily credit reports are available for online members only.*
- **Credit Monitoring:** Actively monitors Experian, Equifax and Transunion files for indicators of fraud.
- **Experian IdentityWorks ExtendCARE™:** You receive the same high-level of Identity Restoration support even after your Experian IdentityWorks membership has expired.
- **\$1 Million Identity Theft Insurance**:** Provides coverage for certain costs and unauthorized electronic fund transfers.

Activate your membership today at <https://www.experianidworks.com/3bcredit> or call 877-288-8057 to register with the activation code above.

What you can do to protect your information: There are additional actions you can consider taking to reduce the chances of identity theft or fraud on your account(s). Please refer to www.ExperianIDWorks.com/restoration for this information. If you have any questions about IdentityWorks, need help understanding something on your credit report or suspect that an item on your credit report may be fraudulent, please contact Experian's customer care team at 877-288-8057.

* Offline members will be eligible to call for additional reports quarterly after enrolling.

** Identity theft insurance is underwritten by insurance company subsidiaries or affiliates of American International Group, Inc. (AIG). The description herein is a summary and intended for informational purposes only and does not include all terms, conditions and exclusions of the policies described. Please refer to the actual policies for terms, conditions, and exclusions of coverage. Coverage may not be available in all jurisdictions.