

**coincafe**  
240 Kent Ave Brooklyn NY 11249

October 6, 2017

448097



VIA FIRST CLASS MAIL

Dear [REDACTED],

**coincafe** is committed to protecting the confidentiality and security of our customers' personal information. Regrettably, this notice concerns an incident involving some of that information.

On September 15, 2017 we learned that an unauthorized third party had accessed the personal information of a small number of **coincafe** customers. We immediately began an investigation and consulted a leading computer forensics firm. Our investigation determined that the third party likely gained access to the information in a previously-identified incident that took place on April 11, 2014.

On September 29, 2017 we learned that the third party had contacted some of our customers claiming to have access to their personal information and requesting payment to erase their information. *We do not recommend payment of any ransom.*

Our investigation determined that the third party had access to some customer personal information provided to us from the company's inception in January 2014 through April 11, 2014. Information in our possession at that time, including customers' names, addresses, and ID documents (driver's license, passport or other uploaded information) may have been accessed. We have no evidence that any **coincafe** wallet was compromised or is at risk of compromise.

To be clear, the compromised system was decommissioned in early 2014. The current system has not been breached or hacked and customer information is secured behind multiple layers of encryption. Additionally, our email system was not affected, nor did the third party send any emails from our system (like a postal letter, anything can be written in the "from/return address" field of an email).

**coincafe**

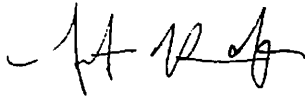
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We have reported the theft of information and the demands for payment to law enforcement, and will cooperate with their investigation.

Although we have no evidence that the information was misused in any way, we want to assure you that we take the privacy and security of our customers' information very seriously. In the years since 2014, we have taken substantial steps to strengthen the security of coincafe's systems to help prevent a similar incident from happening in the future.

We sincerely regret any inconvenience or concern this incident may cause a small subset of our earliest users. If you have any questions, please feel free to reach us at [support@coincafe.com](mailto:support@coincafe.com) or +1 (347) 454-2646.

Sincerely,



John Ha  
Chief Information Security Officer  
coincafe