

[First Name] [Last Name]  
[Address]  
[City], [State] [Zip]

August 29, 2019

**RE: NOTICE OF DATA EVENT**

Dear [First Name] [Last Name]:

PW Companies (“PW”), parent company of retail brand Cariloha, writes to notify you of a recent incident involving our e-commerce website cariloha.com. This notification explains what happened, how it may impact you, and it sets out steps you can take in response, should you feel it necessary to do so.

***What Happened?*** On July 11, 2019, PW was notified of suspicious activity on its e-commerce website cariloha.com. PW immediately commenced an investigation into this activity. With the assistance of third-party forensic investigators on August 9, 2019 PW determined that an unidentified third party briefly gained unauthorized access to the website. During this process, the third party may have accessed your payment card data entered at check-out between approximately 9:00 a.m. – 5:00 p.m. Mountain time on July 11, 2019.

We worked closely with the third-party forensic investigators to fully investigate this matter, determine which customers may have been affected, and confirm the security of our e-commerce websites. We confirmed the e-commerce websites are secure, including any personal or payment information provided when shopping with Cariloha. We also confirmed that your payment card data may have been affected by this incident.

***What Information Was Involved?*** Our investigation determined that your payment card data could have been impacted by this incident including some or all of the following categories of information (if provided by you on the Cariloha website): your name, phone number, billing and shipping address, credit/debit card number, expiration date and card verification code (CVC2, CVV2 or CID). No other personal information relating to you was impacted by this incident.

***What We Are Doing.*** We take the security of information in our care very seriously. Upon learning of this incident, we immediately commenced an investigation and took steps to confirm the security of our e-commerce websites. As part of our response, we also reset relevant passwords, reviewed our system security measures, and further strengthened our e-commerce platform. We also notified law enforcement and relevant regulatory bodies. We are providing you with this notice to ensure you are aware of this incident and to provide resources you may consider to better protect against potential misuse of your payment card information.

***What You Can Do.*** We encourage you to review the enclosed *Privacy Safeguards* which includes guidance on steps you can take to better protect against payment card fraud.

***For More Information.*** We understand you may have questions or concerns that are not addressed in this letter. If you have additional questions, you may call the PW Companies customer service line at 1-800-884-5815. You may reach Jacob Cusworth, Cariloha's Customer Service Manager by dialing 0 at the prompt. This line is available Monday through Friday, 8:00 a.m. to 5:00 p.m. Mountain Time.

Again, we take this incident seriously and sincerely regret any inconvenience or concern this incident has caused you.

Regards,

A handwritten signature in black ink, appearing to read "Aaron C. Hobson". The signature is fluid and cursive, with a long, sweeping line extending upwards from the top of the name.

Aaron C. Hobson  
Executive Vice President of Marketing  
PW Companies

## **PRIVACY SAFEGUARDS**

**Monitor Accounts.** We encourage you to remain vigilant against incidents of identity theft and fraud, to review your account statements, and to monitor your credit reports for suspicious activity. If you see any unauthorized or suspicious activity, promptly contact your bank, credit union, credit card company.

Under U.S. law you are entitled to one free credit report annually from each of the three major credit reporting bureaus. To order your free credit report, visit [www.annualcreditreport.com](http://www.annualcreditreport.com) or call, toll-free, 1-877-322-8228. You may also contact the three major credit bureaus directly to request a free copy of your credit report.

**Security Freeze.** You have the right to place a “security freeze” on your credit report, which will prohibit a consumer reporting agency from releasing information in your credit report without your express authorization. The security freeze is designed to prevent credit, loans, and services from being approved in your name without your consent. However, you should be aware that using a security freeze to take control over who gets access to the personal and financial information in your credit report may delay, interfere with, or prohibit the timely approval of any subsequent request or application you make regarding a new loan, credit, mortgage, or any other account involving the extension of credit. Pursuant to federal law, you cannot be charged to place or lift a security freeze on your credit report. Should you wish to place a security freeze, please contact the major consumer reporting agencies listed below:

**Experian**

PO Box 9554  
Allen, TX 75013  
1-888-397-3742

[www.experian.com/freeze/center.html](http://www.experian.com/freeze/center.html)

**TransUnion**

P.O. Box 160  
Woodlyn, PA 19016  
1-888-909-8872

[www.transunion.com/cr/edit-freeze](http://www.transunion.com/cr/edit-freeze)

**Equifax**

PO Box 105788  
Atlanta, GA 30348-5788  
1-800-685-1111

[www.equifax.com/personal/credit-report-services](http://www.equifax.com/personal/credit-report-services)

In order to request a security freeze, you will need to provide the following information:

1. Your full name (including middle initial as well as Jr., Sr., II, III, etc.);
2. Social Security number;
3. Date of birth;
4. If you have moved in the past five (5) years, provide the addresses where you have lived over the prior five years;
5. Proof of current address, such as a current utility bill or telephone bill;
6. A legible photocopy of a government-issued identification card (state driver’s license or ID card, military identification, etc.);
7. If you are a victim of identity theft, include a copy of either the police report, investigative report, or complaint to a law enforcement agency concerning identity theft.

**Fraud Alert.** As an alternative to a security freeze, you have the right to place an initial or extended “fraud alert” on your file at no cost. An initial fraud alert is a 1-year alert that is placed on a consumer’s credit file. Upon seeing a fraud alert display on a consumer’s credit file, a business is required to take steps to verify the consumer’s identity before extending new credit. If you are a victim of identity theft, you are entitled to an extended fraud alert, which is a fraud alert lasting seven years. Should you wish to place a fraud alert, please contact any one of the agencies listed below:

**Experian**

P.O. Box 9554  
Allen, TX 75013  
1-888-397-3742  
[www.experian.com/fraud/center.html](http://www.experian.com/fraud/center.html)

**TransUnion**

P.O. Box 2000  
Chester, PA 19016  
1-800-680-7289  
[www.transunion.com/fraud-victim-resource/place-fraud-alert](http://www.transunion.com/fraud-victim-resource/place-fraud-alert)

**Equifax**

P.O. Box 105069  
Atlanta, GA 30348  
1-888-766-0008  
[www.equifax.com/personal/credit-report-services](http://www.equifax.com/personal/credit-report-services)

**Additional Information.** You can further educate yourself regarding identity theft, fraud alerts, security freezes, and the steps you can take to protect yourself by contacting the consumer reporting agencies, the Federal Trade Commission, or your state Attorney General. PW can be reached by mail at 280 W 10200 S, Sandy, UT 84070.

The Federal Trade Commission can be reached at: 600 Pennsylvania Avenue NW, Washington, DC 20580, [www.identitytheft.gov](http://www.identitytheft.gov), 1-877-ID-THEFT (1-877-438-4338); TTY: 1-866-653-4261. The Federal Trade Commission also encourages those who discover that their information has been misused to file a complaint with them. You can obtain further information on how to file such a complaint by way of the contact information listed above. You have the right to file a police report if you ever experience identity theft or fraud. Please note that in order to file a report with law enforcement for identity theft, you will likely need to provide some proof that you have been a victim. Instances of known or suspected identity theft should also be reported to law enforcement and your state Attorney General. This notice has not been delayed by law enforcement.

*For North Carolina residents*, the Attorney General can be contacted at 9001 Mail Service Center, Raleigh, NC 27699-9001, 1-877-566-7226 or 1-919-716-6400, [www.ncdoj.gov](http://www.ncdoj.gov).