



Privacy Office  
 702 SW 8th Street  
 Bentonville, AR 72716-0160

October 11, 2019



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 ANYTOWN, US 12345-6789



NOTICE OF DATA BREACH

Dear Mr./Ms. Sample,

We are writing to inform you of an incident involving your personal information.

**What Happened?**

On September 12, 2019, we confirmed that an unknown actor gained unauthorized access to an Art.com associate’s corporate email account and could have accessed personal information of individuals whose information was contained in the account. The unknown actor had access for approximately eight weeks (from July 5, 2019- August 26, 2019). This account contained emails with personal information attributed to employees and suppliers of Art.com. We have secured the account and have implemented additional security protocols to prevent such access again. While we have no evidence to indicate that the unknown actor acquired any personal information, we felt it was important to notify you of this situation.

**What Information Was Involved?**

The personal information that may have been accessed includes:

- Social Security Number,
- Tax Identification Number,
- Bank account and routing numbers,
- Health insurance information,
- First name and Last Name,
- physical address,
- phone number, and
- email address

**What We Are Doing**

On behalf of Art.com, I want you to know that we take this matter very seriously and we are fully committed to protecting the privacy and security of your personal information. Although we have no reason to believe that your information has been misused, as an added precaution, we are offering you a complimentary one-year membership of Experian’s IdentityWorks<sup>SM</sup>.

- Ensure that you **enroll by: January 31, 2020** (Your code will not work after this date.)
- **Visit** the Experian IdentityWorks website to enroll: <https://www.experianidworks.com/3bplus>
- Provide your **activation code: ABCDEFGHI**

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## ADDITIONAL DETAILS REGARDING YOUR 12-MONTH EXPERIAN IDENTITYWORKS MEMBERSHIP:

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

You can contact Experian **immediately** regarding any fraud issues, and have access to the following features once you enroll in Experian IdentityWorks:

- **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.
- **Internet Surveillance:** Technology searches the web, chat rooms & bulletin boards 24/7 to identify trading or selling of your personal information on the Dark Web.
- **Identity Restoration:** Identity Restoration specialists are immediately available to help you address credit and non-credit related fraud.
- **Experian IdentityWorks ExtendCARE™:** You receive the same high-level of Identity Restoration support even after your Experian IdentityWorks membership has expired.
- **Up to \$1 Million Identity Theft Insurance\*\*:** Provides coverage for certain costs and unauthorized electronic fund transfers.

If you believe there was fraudulent use of your information and would like to discuss how you may be able to resolve those issues, please reach out to an Experian agent at (833) 704-9393. If, after discussing your situation with an agent, it is determined that Identity Restoration support is needed, then an Experian Identity Restoration agent is available to work with you to investigate and resolve each incident of fraud that occurred (including, as appropriate, helping you with contacting credit grantors to dispute charges and close accounts; assisting you in placing a freeze on your credit file with the three major credit bureaus; and assisting you with contacting government agencies to help restore your identity to its proper condition).

Please note that this Identity Restoration support is available to you for one year from the date of this letter and does not require any action on your part at this time. The Terms and Conditions for this offer are located at [www.ExperianIDWorks.com/restoration](http://www.ExperianIDWorks.com/restoration). You will also find self-help tips and information about identity protection at this site.

### What You Can Do

Additionally, you may choose to contact the three major credit reporting agencies and the Federal Trade Commission using the information below. These sources will have information about preventing identity theft, receiving fraud alerts and setting up security freezes. Please be vigilant in monitoring your account statements and credit reports for incidents of fraud and identity theft. If you suspect you've been a victim of identity theft, you should report it to law enforcement, your state's Attorney General, and the Federal Trade Commission immediately. You may also contact law enforcement to file a police report or request any police reports that are available.

- **Equifax**, P.O. Box 740241, Atlanta, Georgia 30374-0241.  
To report fraud: (800) 525-6285 or write to address above.  
To order a credit report: (800) 685-1111  
<https://www.equifax.com>
- **Trans Union**, P.O. Box 6790, Fullerton, California 92634.  
To report fraud: (800) 680-7289 or write to address above.  
To order credit report: (800) 916-8800  
<https://www.transunion.com>

- **Experian**, P.O. Box 2104, Allen, Texas 75013.  
To report fraud: (888-397-3742) or write to address above.  
To order a credit report: (888) 397-3742  
<https://www.experian.com>
- **Federal Trade Commission** 601 New Jersey Ave, NW, Washington, D.C. 20580,  
[www.ftc.gov](http://www.ftc.gov) | 1-877-438-4338.

To request a credit freeze from each of the three credit reporting agencies, please visit the below resources and have the documentation each credit reporting agency requires on hand. You will be asked to provide your name, address, birth date and Social Security number. After receiving your freeze request, each credit bureau will provide you with a unique PIN (personal identification number) or password.

- <https://www.experian.com/freeze/center.html>
- <https://help.equifax.com/s/article/How-do-I-place-temporarily-lift-or-permanently-remove-a-security-freeze>
- <https://www.transunion.com/credit-freeze>

To learn about your rights under the Fair Credit Reporting Act, please visit <https://www.consumerfinance.gov/learnmore/> . To learn more about obtaining a free credit report, please visit <https://www.consumer.ftc.gov/articles/0155-free-credit-reports> .

### **For More Information**

We regret that this incident took place and hope that you find the information provided above to be useful. If you have any questions about this letter, please contact our dedicated call center at (833) 704-9393 for assistance.

Sincerely,

*Craig T Sharkey*

Craig Sharkey  
Chief Privacy Officer



