



<<MemberFirstName>> <<MemberLastName>>  
<<Address1>>  
<<Address2>>  
<<City>>, <<State>> <<Zip Code>>

<<Date>> (Format: Month Day, Year)

Dear <<MemberFirstName>> <<MemberLastName>>,

Farm to Feet is writing to notify you of a recent data security incident that may have affected the security of certain personal information related to you. While we are unaware of any actual or attempted misuse of your information at this time, we are providing you with information and resources to better protect against misuse of your information should you feel it is necessary or appropriate to do so.

**WHAT HAPPENED?** On November 18, 2015, we discovered information collected during the checkout page of our farmtofeet.com e-commerce site may have been subject to unauthorized acquisition. Upon discovery, we immediately began to investigate this issue and retained third-party computer forensic experts to assist in our investigation and to determine the impact on the security of our system. During this investigation, we confirmed this incident compromised the security of certain information used to make a purchase on the farmtofeet.com website between August 3, 2015 and November 18, 2015. As our records indicate you made a purchase during this time, we've determined this incident may have compromised the security of your name, address, email address, credit card number, credit card expiration date and CVV2 data. **This incident did not compromise the security of your Social Security number, which we never request you provide to us as part of the purchasing process.**

**WHAT WE ARE DOING.** We have remediated the issue leading to the unauthorized access. We also continue to implement additional security measures to prevent further unauthorized access to customer payment information. We also continue to monitor our systems for signs of unauthorized access.

**WHAT YOU CAN DO.** While we remain unaware of any actual or attempted misuse of your information, we encourage you to review the enclosed information on how to better protect against identity theft or fraud. Additionally, we have secured the services of Kroll to **provide identity monitoring at no cost to you for one year.** Your identity monitoring services include Web Watcher, Public Persona, Quick Cash Scan, \$1 Million Identity Theft Insurance, and Identity Theft Consultation and Restoration.

Visit [krollbreach.idMonitoringService.com](http://krollbreach.idMonitoringService.com) to take advantage of your Identity monitoring services.

Membership Number: <<Member ID>>

We are sorry for any inconvenience and concern this incident may cause you. The security of our customer's personal information is one of our highest priorities. Should you have any questions about the content of this letter or ways you can protect yourself from the possibility of identity theft, please call our dedicated hotline at 1-866-775-4209 between 8 a.m. and 5 p.m. CST, Monday to Friday. Kroll's licensed investigators are standing by. *Please have your membership number ready.*

Sincerely,

Keith Nester

## ADDITIONAL STEPS YOU CAN TAKE TO PREVENT IDENTITY THEFT AND FRAUD

You may take action directly to further protect against possible identity theft or other financial loss. We encourage you to be vigilant against incidents of identity theft by reviewing your account statements regularly and monitoring your credit reports for suspicious activity. Under U.S. law, you are entitled to one free credit report annually from each of the three major credit 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.

At no charge, you can also 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. Note, however, that because it tells creditors to follow certain procedures to protect you, it may also 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. Should you wish to place a fraud alert, or should you have any questions regarding your credit report, please contact any one of the agencies listed below.

Equifax	Experian	TransUnion
P.O. Box 105069	P.O. Box 2002	P.O. Box 2000
Atlanta, GA 30348	Allen, TX 75013	Chester, PA 19022-2000
800-525-6285	888-397-3742	800-680-7289
<a href="http://www.equifax.com">www.equifax.com</a>	<a href="http://www.experian.com">www.experian.com</a>	<a href="http://www.transunion.com">www.transunion.com</a>

Consumers may place a security freeze on their credit reports. A security freeze prohibits a credit reporting agency from releasing any information from a consumer's credit report without the consumer's written authorization. However, please be advised that placing a security freeze on your credit report may delay, interfere with, or prevent the timely approval of any requests you make for new loans, credit mortgages, employment, housing, or other services.

If you have been a victim of identity theft, and you provide the credit reporting agency with a valid police report, it cannot charge you to place, lift or remove a security freeze. In all other cases, a credit reporting agency may charge you a fee to place, temporarily lift, or permanently remove a security freeze. You will need to place a security freeze separately with each of the three major credit bureaus listed above if you wish to place the freeze on all of your credit files.

To find out more on how to place a security freeze, you can contact the credit reporting agencies using the information below:

Equifax Security Freeze	Experian Security Freeze	TransUnion LLC
P.O. Box 105788	P.O. Box 9554	P.O. Box 2000
Atlanta, GA 30348	Allen, TX 75013	Chester PA 19022-2000
800-685-1111	888-397-3742	888-909-8872
800-349-9960 (NY Residents)		
<a href="http://www.freeze.equifax.com">www.freeze.equifax.com</a>	<a href="http://www.experian.com">www.experian.com</a>	<a href="http://freeze.transunion.com">freeze.transunion.com</a>

You can further educate yourself regarding identity theft, fraud alerts, and the steps you can take to protect yourself, by contacting the Federal Trade Commission or your state Attorney General. **For North Carolina residents**, the Attorney General can be contacted at 9001 Mail Service Center, Raleigh, NC 27699-9001, 1-919-716-6400, [www.ncdoj.gov](http://www.ncdoj.gov). **For Maryland residents**, the Attorney General can be contacted at 200 St. Paul Place, 16th Floor, Baltimore, MD 21202, 1-888-743-0023, [www.oag.state.md.us](http://www.oag.state.md.us). The Federal Trade Commission can be reached at: 600 Pennsylvania Avenue NW, Washington, DC 20580, [www.ftc.gov/idtheft/](http://www.ftc.gov/idtheft/), 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. Instances of known or suspected identity theft should also be reported to law enforcement.

[krollbreach.IdMonitoringService.com](http://krollbreach.IdMonitoringService.com) is only compatible with the current version or one version earlier of Internet Explorer, Chrome, Firefox, and Safari.

*To receive credit services, you must be over the age of 18 and have established credit in the U.S., have a Social Security number in your name, and have a U.S. residential address associated with your credit file. To receive credit services by mail instead of online, please call 1-844-263-8605.*

## **Kroll Identity Theft Protection Services**

**Web Watcher** helps to detect if your personal information is being bought and sold online. This program monitors hacker chat rooms, forums and other websites where criminals are known to trade stolen information.

**Public Persona** monitors public record databases for names, aliases and addresses that are associated with your Social Security number. Records include, among other data sources, property or deed registration, internet job site providers, state occupational license data, and court proceedings.

**Address Aware** monitors your address history to help you determine if your address has been changed for the purpose of committing fraud or identity theft. Alerts are generated when a change of address request is made through the United States Postal Service.

**Quick Cash Scan** monitors thousands of short-term and cash-advance loan sources, such as rent-to-own or payday lenders. These are sometimes referred to as "non-credit" loans because the application process does not always include a credit check, making it easier to use stolen or fraudulent identity information.

**\$1 Million Identity Theft Insurance** reimburses you for out-of-pocket expenses totaling up to \$1 million in legal costs for any one stolen identity event. Additional benefits include a \$0 deductible and coverage for fees associated with replacing documents, traveling expenses, loss of income, child care and elderly care and fraudulent withdrawals. All coverage is subject to the conditions and exclusions in the policy.

**Kroll employs a team of experienced licensed investigators to provide you with expert, one-on-one assistance:**

**Consultation** provides you with unlimited access to consultation with a dedicated licensed investigator at Kroll. Support includes best practice tips to assist in ongoing protection, explaining your rights and protections under the law, assistance with fraud alerts, and interpreting how personal information is accessed and used, including investigating suspicious activity that could be tied to an identity theft event.

**Kroll's restoration services** are the most comprehensive of any provider. Should you become a victim of identity theft, a dedicated licensed investigator can work on your behalf to resolve related issues. The investigator does more than shoulder the bulk of the recovery; they can dig deep to uncover all aspects of the theft, and then work with creditors, collection agencies, utilities, government entities, and more to resolve it.