



Processing Center • P.O. BOX 141578 • Austin, TX 78714



00001  
R829503

JOHN  
1234 MAIN STREET  
ANYTOWN US 12345-6789

October 25, 2018

## NOTICE OF DATA BREACH

Dear John:

We are writing to notify you that as a result of the potential access by an unauthorized third party, your personal information may have been compromised. We are providing this notice out of an abundance of caution and to inform you of steps you can take to help protect your company and any other individuals whose information may be involved. You may have received another letter from 1WorldSync. Please note that both letters arise from the same or similar string of events.

### *What Happened*

Specifically, we have learned that an unauthorized third party may have obtained access to your personal information. While our system does not store payment card information, the unauthorized third party may nonetheless have been able to access and acquire the information used to pay for purchases in our online store. The potential incident was limited to the time period between approximately July 7, 2017 and October 2, 2018, and was discovered on October 1, 2018. This notification was not delayed as a result of a law enforcement investigation.

### *What Information Was Involved*

The personal information that was involved in the incident may have included first and last name, company name, address, phone number, email address, and payment card information including account number, expiration date, and three-digit security code. Please note that you are receiving this notification only because your business processed or attempted to process a payment card transaction during the potentially exposed time period; we cannot confirm your information was in fact involved in the potential incident.

Please also note that, in the event an individual used her or his personal credit card, rather than a corporate card, to make purchases from our online store on behalf of your company during the period above, it is possible that his or her personal information may be compromised and that individual should be notified. If a personal card was used to make the purchase in our store on your company's behalf, please let us know.



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## ***What We Are Doing***

We take this matter very seriously and apologize for any inconvenience caused. Upon learning of the incident, we took immediate measures to contain and neutralize the vulnerability and immediately began a forensic investigation to determine the extent of the third party criminal conduct. We have also deployed, and will continue to deploy, additional security procedures to prevent future attacks.

## ***What You Can Do***

There are certain other steps you can take to protect against potential fraudulent activity. You are entitled to obtain a copy of your credit report, free of charge. A credit report contains information about your credit history and the status of your credit accounts. Your credit report could alert you to fraudulent activity being carried on in your name by an identity thief. Please remain vigilant for incidents of fraud and identity theft by reviewing all of your account statements and monitoring your free credit reports by contacting any one of the national consumer reporting agencies set forth below.

The agencies can also provide you with information on how to place a fraud alert or security freeze on your account. A security freeze prohibits a credit reporting agency from releasing any information from a consumer's credit report without written authorization. However, please be aware 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 the 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 up to \$5.00 each to place, temporarily lift, or permanently remove a security freeze. In order to request a security freeze, you will need to provide the following information: Full name, Social Security number, date of birth, addresses of residence for the past five years, proof of current address, legible photocopy of a government-issued identification card, copy of police report or other law enforcement complaint or report (if the victim of identity theft), and payment by check, money order, or credit card (if not a victim of identity theft). You can obtain information from the following agencies about fraud alerts and security freezes.

### **Equifax**

P.O. Box 740241  
Atlanta, GA 30374  
1-888-766-0008  
[www.equifax.com](http://www.equifax.com)

### **Experian**

P.O. Box 4500  
Allen, TX 75013  
1-888-397-3742  
[www.experian.com](http://www.experian.com)

### **TransUnion**

P.O. Box 2000  
Chester, PA 19016-2000  
1-888-909-8872  
[www.transunion.com](http://www.transunion.com)

### **Federal Trade Commission**

600 Pennsylvania Ave. NW  
Washington, D.C. 20580  
202-326-2222  
[www.ftc.gov](http://www.ftc.gov)

## ***For More Information***

We have established a confidential assistance line so you can contact us should you have any questions regarding the incident or the contents of this letter. This confidential assistance line is staffed with professionals familiar with the incident and is operational Monday through Saturday, 8:00 a.m. to 8:00 p.m. Central Time. Please call, toll-free, 1-855-865-6900.

***Other Important Information***

**RESIDENTS OF IOWA:** State law advises you to report any suspected incidents of identity theft to local law enforcement or the attorney general.

**RESIDENTS OF MARYLAND:** You can obtain information from the Federal Trade Commission and the Office of the Attorney General about steps you can take to avoid identity theft.

Maryland Office of the Attorney General  
Consumer Protection Division  
200 St. Paul Place  
Baltimore, MD 21202  
1-888-743-0023  
[www.oag.state.md.us](http://www.oag.state.md.us)

Federal Trade Commission  
600 Pennsylvania Ave. NW  
Washington, D.C. 20580  
202-326-2222  
[www.ftc.gov](http://www.ftc.gov)

**RESIDENTS OF NEW MEXICO:** You have rights pursuant to the Fair Credit Reporting Act in order to ensure the accuracy, fairness, and privacy of the information contained in your credit report.

**RESIDENTS OF NORTH CAROLINA:** You can obtain information from the North Carolina Office of the Attorney General and the Federal Trade Commission about preventing identity theft.

North Carolina Office of the Attorney General  
Consumer Protection Division  
9001 Mail Service Center  
Raleigh, NC 27699-9001  
1-877-566-7226  
[www.ncdoj.gov](http://www.ncdoj.gov)

Federal Trade Commission  
600 Pennsylvania Ave. NW  
Washington, D.C. 20580  
202-326-2222  
[www.ftc.gov](http://www.ftc.gov)

**RESIDENTS OF OREGON:** State law advises you to report any suspected identity theft to law enforcement, including the Attorney General and the Federal Trade Commission.

**RESIDENCE OF RHODE ISLAND:** State law advises you that the state Attorney General can be contacted at:

Rhode Island Office of the Attorney General  
150 South Main Street  
Providence, RI 02903  
1-401-274-4400  
[www.riag.ri.gov](http://www.riag.ri.gov)

We remain committed to protecting your personal information. We again sincerely apologize for any inconvenience caused by this incident. We are undertaking measures to further secure your personal information, and are continuously monitoring our processes to prevent similar incidents in the future.

Sincerely,

GS1 US, Inc.

