

SmokingPipes.com Logo/Letterhead

Name

Address Line 1

Address Line 2

City, State, Zip

Date

Re: Notice of Data Privacy Incident

Dear [Name]:

We are writing to follow up the email notification that we recently provided you regarding unauthorized access to your credit card information. While we are unaware of any actual or attempted misuse of your information, this letter provides information about the incident and the resources available to you to help protect your information from possible misuse, should you feel it is appropriate to do so.

**What Happened?** On November 18, 2019, we discovered a malicious code was present on the checkout page of SmokingPipes.com. We immediately removed the malicious code and launched an investigation to determine how it was placed on the checkout page and what information may have been affected as a result. Our investigation determined that the malicious code gathered certain payment card information as it was manually entered on the checkout page and sent that information to an external site where it could be retrieved by the bad actor. This incident impacted only those customers who entered their payment card information manually on our checkout page, and did not affect customers who used saved card information.

**What Information Was Affected?** The investigation determined that the malicious code may have captured your name, payment card number, expiration date, and security code or CVV number.

**What Are We Doing?** Information privacy and security are among our highest priorities. We have security measures in place to protect the data on our systems, and since this incident we have implemented a series of new security measures to better protect our website and our customers. This incident has been reported to your credit card company, and we will be reporting this incident to certain state regulators.

**What Can You Do?** Please review the information contained in the attached “Steps You Can Take to Protect Your Information.” In addition, we advise you to report any suspected incidents of identity theft or fraud to your credit card company and/or bank, as well as your local law enforcement or your state Attorney General.

**For More Information:** We recognize that you may have questions not addressed in this letter. If you have additional questions, please contact us at 888-366-0345, Monday through Friday, 9:00 a.m. to 9:00 p.m. Eastern Time. You may also write to us at 550 Highway 9 East, Longs, SC 29568.

We sincerely apologize for this incident and regret any inconvenience it may cause you. SmokingPipes.com remains committed to safeguarding the information in our care and we will continue to take steps to ensure the security of our systems.

Sincerely yours,

[Signature]

F. Sykes Wilford

President, SmokingPipes.com

## Steps You Can Take to Protect Your Information

We advise you to remain vigilant by reviewing all account statements and monitoring free credit reports.

### **Monitor Your Accounts.**

To protect against the possibility of identity theft or other financial loss, we encourage you to review your financial and other account statements, and to monitor your credit reports for suspicious activity. If you suspect fraudulent credit or debit card activity, we advise you to call your credit card issuer or your bank immediately. The number to call for assistance is usually on the back of the card.

**Credit Reports.** 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:

<b>Experian</b> <b>PO Box 9554</b> <b>Allen, TX 75013</b> <b>1-888-397-3742</b> <a href="http://www.experian.com/freeze/center.html">www.experian.com/freeze/center.html</a>	<b>TransUnion</b> <b>P.O. Box 2000</b> <b>Chester, PA 19016</b> <b>1-888-909-8872</b> <a href="http://www.transunion.com/credit-freeze">www.transunion.com/credit-freeze</a>	<b>Equifax</b> <b>PO Box 105788</b> <b>Atlanta, GA 30348</b> <b>1-800-685-1111</b> <a href="http://www.equifax.com/personal/credit-report-services">www.equifax.com/personal/credit-report-services</a>
--	--	---

If you request a security freeze with the above consumer reporting agencies, you may 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; and
6. A legible photocopy of a government issued identification card (state driver’s license or ID card, military information, etc.)

To remove the security freeze, you must send a written request to each of the three credit bureaus by mail and include proper identification (name, address, and social security number) and the PIN number or

password provided to you when you placed the security freeze. The credit bureaus have three (3) business days after receiving your request to remove the security freeze.

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:

<b>Experian</b> P.O. Box 2002 Allen, TX 75013 1-888-397-3742 <a href="http://www.experian.com/fraud/center.htm">www.experian.com/fraud/center.htm</a>	<b>TransUnion</b> P.O. Box 2000 Chester, PA 19016 1-800-680-7289 <a href="http://www.transunion.com/fraud-victim-resource/place-fraud-alert">www.transunion.com/fraud-victim-resource/place-fraud-alert</a>	<b>Equifax</b> P.O. Box 105069 Atlanta, GA 30348 1-888-766-0008 <a href="http://www.equifax.com/personal/credit-report-services">www.equifax.com/personal/credit-report-services</a>
---	---	--

**Additional Information.** You can further educate yourself regarding identity theft, and the steps you can take to protect yourself, by contacting your state Attorney General or the Federal Trade Commission. The Federal Trade Commission also encourages those who discover that their information has been misused to file a complaint with them. 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); and TTY: 1-866-653-4261. Instances of known or suspected identity theft should be reported to law enforcement, your Attorney General, and the FTC. You can also further educate yourself about placing a fraud alert or security freeze on your credit file by contacting the FTC or your state’s Attorney General. This notice was not delayed by a law enforcement investigation.

***For Maryland Residents,*** the Attorney General can be contacted by mail at 200 St. Paul Place, Baltimore, MD, 21202; toll-free at 1-888-743-0023; by phone at (410) 576-6300; consumer hotline (410) 528-8662; and online at [www.marylandattorneygeneral.gov](http://www.marylandattorneygeneral.gov).

***For New Mexico Residents,*** you have rights pursuant to the Fair Credit Reporting Act, such as the right to be told if information in your credit file has been used against you, the right to know what is in your credit file, the right to ask for your credit score, and the right to dispute incomplete or inaccurate information. Further, pursuant to the Fair Credit Reporting Act, the consumer reporting agencies must correct or delete inaccurate, incomplete, or unverifiable information; consumer reporting agencies may not report outdated negative information; access to your file is limited; you must give your consent for credit reports to be provided to employers; you may limit “prescreened” offers of credit and insurance you get based on information in your credit report; and you may seek damages from violator. You may have additional rights under the Fair Credit Reporting Act not summarized here. Identity theft victims and active duty military personnel have specific additional rights pursuant to the Fair Credit Reporting Act. We encourage you to review your rights pursuant to the Fair Credit Reporting Act by visiting [www.consumerfinance.gov/f/201504\\_cfpb\\_summary\\_your-rights-under-fcra.pdf](http://www.consumerfinance.gov/f/201504_cfpb_summary_your-rights-under-fcra.pdf), or by writing Consumer Response Center, Room 130-A, Federal Trade Commission, 600 Pennsylvania Ave. N.W., Washington, D.C. 20580.

***For New York Residents:*** The New York Attorney General provides resources regarding identity theft protection and security breach response at [www.ag.ny.gov/internet/privacy-and-identity-theft](http://www.ag.ny.gov/internet/privacy-and-identity-theft). The New York Attorney General can be contacted by phone at 1-800-771-7755; toll-free at 1-800-788-9898; and online at [www.ag.ny.gov](http://www.ag.ny.gov).

***For North Carolina Residents:*** The North Carolina Attorney General can be contacted by mail at 9001 Mail Service Center, Raleigh, NC 27699-9001; toll-free at 1-877-566-7226; by phone at 1-919-716-6400, and online at [www.ncdoj.gov](http://www.ncdoj.gov).

***For Rhode Island Residents:*** The Rhode Island Attorney General can be reached at: 150 South Main Street, Providence, Rhode Island 02903, [www.riag.ri.gov](http://www.riag.ri.gov), 1-401-247-4400. Under Rhode Island law, you have the right to obtain any police report filed in regard to this incident. There are approximately 2 Rhode Island residents impacted by this incident. This notice has not been delayed by a law enforcement investigation.