



January 8, 2016

«First» «Last»  
«Address» «Address2»  
«City», «State» «Zip»

Dear «MrMs» «Last»,

We greatly value you as a customer and respect the privacy of your information, which is why we are writing to inform you that on December 10, 2015, we noticed that, for a few hours, there was a compromise to the security of our website that affected a fraction of our customers. You may have been one of those customers. We promptly addressed the issue and contacted a premier cybersecurity firm to correct the issue and improve the website's information security.

After a very extensive investigation, we and the cybersecurity firm have not seen evidence that your sensitive personal data or any of our other customers' information was exported outside our servers. We have also worked extensively with our bank to run daily scans to detect any possible fraud, and we found nothing. To be safe, however, we are providing you access to one year of complimentary credit monitoring and identity protection services through Experian.

We have attached a legal document that explains things in a bit more detail. Protecting your data is very important to us, and even though we did not find any evidence that your data was exported outside of our servers, we still felt that it was the right thing to do to notify you and offer protection because we would want people to treat us the same way.

If you have any questions, concerns or comments, please reach out to me personally at [daniel@gruntstyle.com](mailto:daniel@gruntstyle.com).

Sincerely,

Daniel Alarik  
Chief Executive Officer and Owner  
Grunt Style LLC

## NOTICE OF DATA BREACH

<p>What Happened</p>	<p>We value and respect the privacy of your information, which is why we are writing to advise you of a recent incident that may have involved certain of your personal information. While there is no evidence to suggest that your information has been misused for the purpose of engaging in identity theft, we are writing to provide you with information regarding the incident, the steps that Grunt Style LLC (“Grunt”) has undertaken since discovering the incident, and information on what you can do to better protect yourself, should you feel it is appropriate to do so.</p> <p>As to the incident itself, on December 10, 2015, we discovered that malicious code had been placed on our web server. We notified the Federal Bureau of Investigation and launched an internal investigation, and we engaged a premier cybersecurity firm to assist in our containment and remediation efforts as well as to conduct a forensic investigation.</p>
<p>What Information Was Involved</p>	<p>Although our investigation is ongoing, we believe that the malware may have targeted your personal information, including your first and last name, mailing address, e-mail address and credit card information (card holder name, credit card account number, expiration date and card security code). However, there is no evidence that your personal information was exported outside Grunt’s servers.</p>
<p>What We Are Doing</p>	<p>In addition to conducting an internal investigation and notifying law enforcement, we are reviewing our data security policies and practices and strengthening our systems to lessen the likelihood of a future similar incident. We have also arranged to provide you with the identity theft protection services described below.</p>
<p>What You Can Do</p>	<p>As a precautionary measure, we recommend that you remain vigilant to protect against potential fraud and/or identity theft by, among other things, reviewing your account statements and credit reports closely. If you detect any suspicious activity on an account, you should promptly notify the financial institution or company with which the account is maintained. You should also promptly report any fraudulent activity or any suspected incidents of identity theft to proper law enforcement authorities, including the police and your state’s attorney general, as well as the Federal Trade Commission (“FTC”).</p>

Other  
Important  
Information

Out of an abundance of caution, we encourage you to take advantage of the complimentary one-year credit monitoring and identity protection services we are providing you through Experian's® ProtectMyID® Alert. This product helps detect possible misuse of your personal information and provides you with identity protection services focused on immediate identification and resolution of identity theft. ProtectMyID® Alert is completely free to you, and enrolling in this program will not hurt your credit score. For more information on identity theft prevention and ProtectMyID® Alert, including instructions on how to activate your complimentary one-year membership, please see the additional information provided in this letter.

You may wish to review the tips provided by the FTC on how to avoid identity theft. For more information and to contact the FTC, please visit [www.ftc.gov/idtheft](http://www.ftc.gov/idtheft) or call 1-877-ID-THEFT (877-438-4338). You may also contact the FTC at: Federal Trade Commission, 600 Pennsylvania Avenue, NW, Washington, DC 20580. *Take Charge: Fighting Back Against Identity Theft*, a comprehensive guide from the FTC to help you guard against and deal with identity theft, may be found on the FTC's website at <http://www.ftc.gov/bcp/edu/pubs/consumer/idtheft/idt04.shtm>.

You may obtain a free copy of your credit report from each of the three national credit reporting agencies once every 12 months by visiting <http://www.annualcreditreport.com>, by calling toll-free 877-322-8228, or by completing an Annual Credit Report Request Form and mailing it to Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348. You can print a copy of the request form at <https://www.annualcreditreport.com/cra/requestformfinal.pdf>.

Alternatively, you may elect to purchase a copy of your credit report by contacting one of the three national credit reporting agencies. Contact information for the three national credit reporting agencies for the purpose of requesting a copy of your credit report or for general inquiries, including obtaining information about fraud alerts and placing a security freeze on your credit files, is as follows:

Equifax  
(800) 685-1111  
[www.equifax.com](http://www.equifax.com)  
P.O. Box 740241  
Atlanta, GA 30374

Experian  
(888) 397-3742  
[www.experian.com](http://www.experian.com)  
P.O. Box 9532  
Allen, TX 75013

TransUnion  
(800) 916-8800  
[www.transunion.com](http://www.transunion.com)  
P.O. Box 6790  
Fullerton, CA 92834

**California Residents:** This notice has not been postponed at the request of a law enforcement agency; however, we did communicate with law enforcement prior to issuing this notice.

**Maryland Residents:** Maryland residents can contact the Office of the Attorney General at:  
Office of the Attorney General  
220 St. Paul Place  
Baltimore, MD 21202  
(888) 743-0023  
[www.oag.state.md.us](http://www.oag.state.md.us)

**North Carolina Residents:** North Carolina residents can obtain information about preventing identity theft from the North Carolina Attorney General's Office at:  
North Carolina Attorney General's Office  
9001 Mail Service Center  
Raleigh, NC 27699-9001  
(877) 566-7226  
[www.ncdoj.com](http://www.ncdoj.com)

For More  
Information

For further information and assistance, please contact 1-877-55-GRUNT (1-877-554-7868) between 9:00 a.m. and 5:00 p.m., Central time.

## Activating Your Complimentary Credit Monitoring

To help protect your identity, we are offering a **complimentary** one-year membership of Experian's® ProtectMyID® Alert. This product helps detect possible misuse of your personal information and provides you with superior identity protection support focused on immediate identification and resolution of identity theft.

### Activate ProtectMyID® Now in Three Easy Steps

1. **ENSURE That You Enroll By: April 30, 2016** (Your code will not work after this date.)
2. **VISIT the ProtectMyID Web Site to enroll: [www.protectmyid.com/alert](http://www.protectmyid.com/alert)**
3. **PROVIDE Your Activation Code: «Code»**

If you have questions or need an alternative to enrolling online, please call 877-297-7780 and provide engagement # PC98496.

### ADDITIONAL DETAILS REGARDING YOUR 12-MONTH PROTECTMYID® MEMBERSHIP:

A credit card is not required for enrollment.

Once your ProtectMyID® membership is activated, you will receive the following features:

- **Free copy of your Experian credit report**
- **Surveillance Alerts for:**
  - **Daily Bureau Credit Monitoring:** Alerts of key changes and suspicious activity found on your Experian credit report.
- **Identity Theft Resolution and ProtectMyID® ExtendCARE™:** Toll-free access to U.S.-based customer care and a dedicated Identity Theft Resolution agent, who will walk you through the process of fraud resolution from start to finish for seamless service. They will investigate each incident; help with contacting credit grantors to dispute charges and close accounts, including credit, debit and medical insurance cards; assist with freezing credit files; and contact government agencies.
  - It is recognized that identity theft can happen months and even years after a data breach. To offer added protection, you will receive ExtendCARE™, which provides you with the same high level of fraud resolution support even after your ProtectMyID® membership has expired.
- **\$1 Million Identity Theft Insurance:\*** Immediately covers certain costs, including lost wages, private-investigator fees and unauthorized electronic fund transfers.

**Activate your membership today at [www.protectmyid.com/redeem](http://www.protectmyid.com/redeem)  
or call 877-288-8057 to register with the activation code above.**

Once your enrollment in ProtectMyID® is complete, you should carefully review your credit report for inaccurate or suspicious items. If you have any questions about ProtectMyID®, need help understanding something on your credit report, or suspect that an item on your credit report may be fraudulent, please contact Experian's customer care team at 877-288-8057.

\*Identity theft insurance is underwritten by insurance company subsidiaries or affiliates of AIG. The description herein is a summary and is intended for informational purposes only, and it does not include all terms, conditions and exclusions of the policies described. Please refer to the actual policies for terms, conditions and exclusions of coverage. Coverage may not be available in all jurisdictions.