



«Salutation» «FirstName» «LastName»  
«Address1»  
«Address2»  
«City», «State» «ZIPCode»

December 28, 2015

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Dear «FirstName»,

Protecting customer privacy and personal information is a top concern of HDIS. You are receiving this notice because we learned of an incident that potentially affected personal information of customers who made payment card purchases through our website, [www.hdis.com](http://www.hdis.com), between November 27, 2015 and November 30, 2015. We are providing this notice to inform you of the incident and to call your attention to some steps you can take in response to this incident because, according to our records, you made a purchase via our website during this time period. We sincerely apologize for any inconvenience or concern this incident may cause you.

We began investigating the incident immediately upon learning of it on November 30, 2015. Based upon our investigation, it appears the incident occurred when harmful computer code, known as “malware,” was inserted onto the shopping cart checkout software on our website without our authorization and despite the security features we have in place. This malware may have accessed customer information as it was input by customers during the checkout process. The information potentially affected by this incident included customer name and address, credit or debit card number, the payment card’s expiration date and the card’s “CVV” security number. No card pin numbers were affected. Social security numbers, driver’s license numbers or other government identification numbers are not requested during the checkout process and hence none of those numbers were affected.

Upon discovering the incident, we immediately took measures to remove the malware and to confirm that it was no longer operative and that it will not reappear. We continue to monitor for this malware and other risks as part of our ongoing efforts to protect your personal information. We have also implemented additional security measures designed to further improve our data security and to help prevent incidents of this kind in the future.

We want to make potentially affected customers aware of steps they can take to guard against fraud or identity theft. You should remain vigilant for incidents of fraud and identity theft by regularly reviewing your account statements and monitoring free credit reports. If you discover any suspicious or unusual activity on your accounts or suspect fraud, be sure to report it immediately to your financial institution by contacting the number on the back of the payment card. As a general rule, customers are not liable for fraudulent transactions, but again, you

should regularly and carefully review your account statements. You can also contact your financial institution and ask for a new payment card.

In addition, you may contact the Federal Trade Commission (“FTC”) or law enforcement to report incidents of identity theft or to learn about steps you can take to protect yourself from identity theft. To learn more, you can go to the FTC’s Web site, at [www.identitytheft.gov](http://www.identitytheft.gov), or call the FTC, at (877) IDTHEFT (438-4338) or write to Federal Trade Commission, Bureau of Consumer Protection, 600 Pennsylvania Avenue, NW, Washington, DC 20580.

You may also periodically obtain credit reports from each nationwide credit reporting agency. If you discover information on your credit report arising from a fraudulent transaction, you should request that the credit reporting agency delete that information from your credit report file. In addition, under federal law, you are entitled to one free copy of your credit report every 12 months from each of the three nationwide credit reporting agencies. You may obtain a free copy of your credit report by going to [www.AnnualCreditReport.com](http://www.AnnualCreditReport.com) or by calling (877) 322-8228. You may contact the nationwide credit reporting agencies at:

**Equifax**

(800) 525-6285  
P.O. Box 740241  
Atlanta, GA 30374  
[www.equifax.com](http://www.equifax.com)

**Experian**

(888) 397-3742  
P.O. Box 9554  
Allen, TX 75013  
[www.experian.com](http://www.experian.com)

**TransUnion**

(800) 680-7289  
Fraud Victim Assistance Division  
P.O. Box 2000  
Chester, PA 19016  
[www.transunion.com](http://www.transunion.com)

Again, we want to stress our regret for any inconvenience or concern this incident may cause. The privacy and protection of our customers’ personal information is a matter we take very seriously. If you have any questions or would like any additional information, please do not hesitate to contact us at 800-269-4663 or you can write to us at HDIS, Inc., 9385 Dielman Ind. Dr., Olivette, Missouri 63132.

Sincerely,

*Stacy Hollingsworth*

HDIS Customer Care Manager