



RETURN MAIL PROCESSING CENTER
PO BOX 6336
PORTLAND, OR 97228-6336

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Re: Notice of Data Breach

Dear <<Name1>>:

We write to make you aware of an incident that occurred at a third-party vendor – Sabre Hospitality Solutions – involving unauthorized access to information associated with your hotel reservation(s) made at Hard Rock Hotel San Diego between August 10, 2016 and March 9, 2017. The privacy and protection of our guests’ information is a matter we take seriously, and we encourage you to review the information provided in this letter for steps that you may take to protect yourself against potential misuse of your information, should you feel it appropriate to do so.

What Happened? Sabre Hospitality Solutions (“Sabre”) provides reservation management services to Hard Rock Hotel San Diego. The Sabre Hospitality Solutions SynXis Central Reservations system (CRS) facilitates the booking of hotel reservations made by consumers through hotels, online travel agencies, and similar booking services. Sabre notified us on or about June 6, 2017 that an unauthorized party gained access to account credentials that permitted unauthorized access to unencrypted payment card information, as well as certain reservation information, for a subset of hotel reservations processed through the CRS. The investigation determined that the unauthorized party first obtained access to payment card and other reservation information on August 10, 2016, and the last access to payment card information was on March 9, 2017.

What Information Was Involved? According to Sabre, the unauthorized party was able to access payment card information for your hotel reservation(s). This information potentially included your: (1) name; (2) card number; (3) card expiration date; and, (4) card security code. The unauthorized party was also able, in some cases, to access certain information such as guest name, email, phone number, address, and other information. Some of this information may not have been stored in Sabre’s systems at the time of the incident and may not be affected, but Sabre is unable to confirm whether your information was included and, out of an abundance of caution, we are providing notice to you. Information such as Social Security number, passport number, or driver’s license number was ***not*** impacted by this incident.

What We Are Doing. Since being informed of this incident, Hard Rock Hotel San Diego has been working diligently to determine the full nature and scope of this event and to identify those customers who may be impacted. We have also verified that Sabre worked with third-party forensic investigators in its investigation into this incident and has provided notice of this event to law enforcement and the payment card brands. The confidentiality, privacy, and security of information in our systems is one of our highest priorities. We have safeguards in place to protect the security of data in our systems and will be taking additional steps going forward, including working with our third-party vendors, to ensure the protection of data in our care.

What You Can Do. Please review the enclosed *Privacy Safeguards Information* for additional steps you can take to better protect against the potential misuse of your personal information.

For More Information. We understand that you may have questions about this incident that are not addressed in this letter. If you have additional questions, please contact Sabre's dedicated assistance line at 888-721-6305 (toll-free) Monday through Friday, 24 hours a day or visit the Sabre website established specifically to help our customers in responding to this incident at www.sabreconsumernotice.com. We sincerely regret any inconvenience or concern this incident has caused you.

Sincerely,

A handwritten signature in black ink, appearing to read "Matt Greene". The signature is fluid and cursive, with the first name "Matt" and last name "Greene" clearly distinguishable.

Matt Greene
General Manager
Hard Rock Hotel San Diego
207 5th Avenue
San Diego, CA 92101

PRIVACY SAFEGUARDS INFORMATION

Monitor Your Accounts.

Credit Reports. We encourage you to remain vigilant against incidents of identity theft and fraud by reviewing your account statements and monitoring your free 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 reporting bureaus. To order your free credit report, visit 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.

Fraud Alerts. 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
P.O. Box 105069
Atlanta, GA 30348
800-525-6285
www.equifax.com

Experian
P.O. Box 2002
Allen, TX 75013
888-397-3742
www.experian.com

TransUnion
P.O. Box 2000
Chester, PA 19106
800-680-7289
www.transunion.com

Security Freeze. You may also place a security freeze on your credit reports. A security freeze prohibits a credit bureau 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 bureau with a valid police report, it cannot charge you to place, lift, or remove a security freeze. In all other cases, a credit bureau may charge you a fee to place, temporarily lift, or permanently remove a security freeze. Fees vary based on where you live, but commonly range from \$3 to \$15. You will need to place a security freeze separately with each of the three major credit bureaus listed above if you wish to place a freeze on all of your credit files. In order to request a security freeze, you will need to supply your full name, address, date of birth, Social Security number, current address, all addresses for up to five previous years, email address, a copy of your state identification card or driver’s license, and a copy of a utility bill, bank or insurance statement, or other statement proving residence. To find out more on how to place a security freeze, you can use the following contact information:

Equifax Security Freeze
P.O. Box 105788
Atlanta, GA 30348
1-800-685-1111
www.freeze.equifax.com

Experian Security Freeze
P.O. Box 9554
Allen, TX 75013
1-888-397-3742
www.experian.com/freeze/

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

Additional Information. You can further educate yourself regarding identity theft, security freezes, fraud alerts, and the steps you can take to protect yourself against identity theft and fraud by contacting the Federal Trade Commission or your state Attorney General. The Federal Trade Commission can be reached at: 600 Pennsylvania Avenue NW, Washington, DC 20580; www.identitytheft.gov; 1-877-ID-THEFT (1-877-438-4338); and TTY: 1-866-653-4261. The Federal Trade Commission encourages those who discover that their information has been misused to file a complaint with them. Instances of known or suspected identity theft should be reported to law enforcement, the Federal Trade Commission, and your state Attorney General. This notice has not been delayed as the result of a law enforcement investigation.

For Maryland residents, the Maryland Attorney General can be reached at: 200 St. Paul Place, 16th Floor, Baltimore, MD 21202; 1-888-743-0023; and www.oag.state.md.us. Hard Rock Hotel San Diego is located at 207 5th Avenue, San Diego, CA 92101 and can be reached at 619-702-3000.

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.

For Rhode Island residents, the Rhode Island Attorney General can be contacted by mail at 150 South Main Street, Providence, RI 02903; by phone at (401) 274-4400; and online at www.riag.ri.gov. Approximately seven (7) Rhode Island residents may be impacted by this incident. You have the right to file and obtain a police report if you ever experience identity theft or fraud. Please note that, in order to file a crime report or incident report with law enforcement for identity theft, you will likely need to provide some kind of proof that you have been a victim.

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, or by writing Consumer Response Center, Room 130-A, Federal Trade Commission, 600 Pennsylvania Ave. N.W., Washington, D.C. 20580.