

**JULEP DATA SECURITY INCIDENT (“INCIDENT”) – SAMPLE CONSUMER NOTIFICATION LETTER**

November 7, 2018

[Name]  
[Address]  
[City, State Zip Code]

Dear [Name],

I am writing to inform you of a recent incident involving your personal information.

**WHAT HAPPENED**

Julep has recently learned that our website was accessed by an unauthorized user and that certain customer data may have been compromised. Specifically, our investigation determined that an unauthorized third party was able to inject code to our webpage that redirected certain payment information submitted by users trying to purchase Julep products. We acted quickly to remove the unauthorized code once we learned of the incident.

**WHAT INFORMATION WAS INVOLVED**

If you used our website to attempt a purchase between October 12, 2018 and October 16, 2018 and entered a new credit card, your name, address, and payment data – including your credit card number and security code – may have been compromised. Importantly, if you used a saved credit card or PayPal, your name and address data may have been compromised, but your payment data was not. If you used Apple Pay or the Julep iOS app, none of your data was compromised.

**WHAT WE ARE DOING**

We have already taken steps to address this incident. In particular, as discussed above we have removed the unauthorized code from the webpage, and we have taken steps to ensure that the unauthorized third party is not able to access the server. The security and confidentiality of the data you provide to us is one of our top priorities, and we will continue to examine ways we can better protect your data.

**WHAT YOU CAN DO**

We are enclosing a tip sheet that contains information about how to obtain copies of your credit reports (including free of charge), which you should review for any unexplained activity, and information about how to set up fraud alerts or security freezes on your accounts (fees may apply). A fraud alert lasts for 90 days. You can simply call one of the three credit reporting agencies at the number in the attached tip sheet. A security freeze prohibits a credit reporting agency from releasing any information from your 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. To place a security freeze on your credit report, you should contact **each** of the three major consumer reporting agencies (Equifax, Experian, and TransUnion) using one of the contact methods provided on the enclosed tip sheet.

We encourage you to remain vigilant over the coming months and regularly review your bank and other financial account statements, as well as your credit report. If you notice any suspicious activity on any of your accounts or suspect identity theft, notify the relevant institution immediately, as well as the Federal Trade Commission and law enforcement as explained in the attached tip sheet.

**FOR MORE INFORMATION**

For more information or should you have any questions, please contact us at [maven@julep.com](mailto:maven@julep.com) or (877) 651-3292.

Sincerely,

Alison Dreiblatt  
Vice President, eCommerce  
Julep Beauty, Inc.

## TIP SHEET OF HELPFUL INFORMATION

### REVIEW YOUR CREDIT REPORTS

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To obtain an annual free copy of your credit reports, visit [www.annualcreditreport.com](http://www.annualcreditreport.com) or call **1-877-FACT ACT**. You may also contact the major credit reporting agencies directly:

- **Equifax**: 1-800-685-1111; P.O. Box 740241, Atlanta, GA 30374; [www.equifax.com](http://www.equifax.com)
- **Experian**: 1-888-397-3742; 475 Anton Blvd. Costa Mesa, CA 92626; [www.experian.com](http://www.experian.com)
- **TransUnion**: 1-800-888-4213; 2 Baldwin Place, P.O. Box 2000, Chester, PA 19022; [www.transunion.com](http://www.transunion.com)

Once you receive your reports, review them carefully for inquiries from companies you did not contact, accounts you did not open, or debts you cannot explain. Verify the accuracy of your Social Security number, address(es), complete name, and employer(s). If any information is incorrect or you see anything you do not understand, call the credit reporting agency at the telephone number on the report.

### CONSIDER A FRAUD ALERT AND/OR SECURITY FREEZE

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Consider contacting the fraud department of the three major credit reporting agencies to request that a “fraud alert” and/or “security freeze” be placed on your file, and include a statement that creditors must get your permission before any new accounts are opened in your name. To place a fraud alert or security freeze on your file, you should contact **each** of these agencies using the contact information below:

- **Equifax**
  - Fraud Alert: Visit <https://www.alerts.equifax.com> or call 1-800-525-6285.
  - Security Freeze: Visit <https://www.freeze.equifax.com>, call 1-800-349-9960, or send a written request to Equifax Security Freeze, P.O. Box 105788, Atlanta, GA 30348.
- **Experian**
  - Fraud Alert: Visit <https://www.experian.com/fraud> or call 1-888-397-3742.
  - Security Freeze: Visit <https://www.experian.com/freeze>, call 1-888-397-3742, or send a written request to Experian Security Freeze, P.O. Box 9554, Allen, TX 75013.
- **TransUnion**
  - Fraud Alert: Visit <https://fraud.transunion.com> or call 1-800-680-7289.
  - Security Freeze: Visit <https://freeze.transunion.com>, call 1-888-909-8872, or send a written request to TransUnion Security Freeze, Fraud Victim Assistance Department, P.O. Box 6790, Fullerton, CA 92834.

### SUGGESTIONS IF YOU SUSPECT YOU ARE A VICTIM OF IDENTITY THEFT

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- **Obtaining and filing a U.S. police report.** Get a copy of the report from your local police department or sheriff’s office. This may be necessary to submit to your creditors and others that may require proof of a crime in order to clear up your records.
- **Contact the U.S. Federal Trade Commission (“FTC”).** The FTC provides useful information to identity theft victims and maintains a database of identity theft cases for use by law enforcement agencies. File a report with the FTC or get more information about steps to consider taking by visiting [www.identitytheft.gov](http://www.identitytheft.gov); calling the FTC’s Identity Theft Hotline: 1-877-IDTHEFT (438-4338); or sending a written request to Identity Theft Clearinghouse, Federal Trade Commission, 600 Pennsylvania Avenue, N.W., Washington, DC 20580. You can find additional information about identity theft from the FTC by visiting [www.consumer.gov/idtheft](http://www.consumer.gov/idtheft).
- **Keep a record of your contacts.** Start a file with copies of your credit reports, the police report, any correspondence, and copies of disputed bills. It is also useful to keep a log of your conversations with creditors, law enforcement officials, and other relevant parties.