

Date: December 14, 2017

My Favorite Things (“MFT”)
132 East Magnolia Ave.
Eustis, FL 32726

Dear: MFT Customer

My staff and I have learned that MFT’s electronic order and payment system was compromised for a period of time, potentially revealing customer information. We have launched an investigation into this issue, and at this time we believe only a small percentage of our customer base has been impacted by this breach. I value you as a customer and encourage you to review your credit card accounts for any unusual activity and take the steps necessary to make your accounts right if affected.

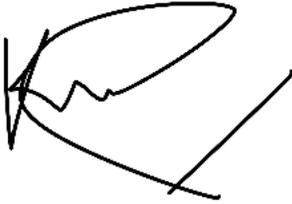
Our investigation is ongoing as our team of computer experts work to understand the details behind this unfortunate event. At present, we believe that the credentials of a vendor were compromised, but we are currently uncertain how that compromise happened. As you can tell, we don’t yet have all the answers; the complexities of a digital infrastructure prevent us from immediately getting all the answers we seek. We will provide additional information if we believe it will be useful to you as we move forward through this process. However, as of now, it appears that your order information including your name, billing and shipping addresses, credit card information, and contact information used in connection with orders placed from June 22, 2017, through the morning of August 15, 2017, were compromised due to the breach.

In the meantime, we have set up an information number for you to call with your questions and concerns about this issue (see below). We will do our best to assist you and assure you that we are taking critical steps necessary to get to the root of the matter and even more importantly, to protect your information. Since we have discovered the breach, we have undertaken measures to protect all of our customers’ personal information from further unauthorized access. Our team of computer experts have discovered, contained, and removed the operative malicious software responsible for the breach, remediated the administrative account that was responsible for the breach, and reset all of the administrators’ credentials. Also, we have hired an outside forensic company to investigate the breach to fully understand the details behind this unfortunate event. We are also offering to pay for one year of credit monitoring service through TransUnion (see below). Nonetheless, you should remain vigilant by reviewing your account statements and monitoring these free credit reports.

Please accept my personal apology for any inconvenience or concerns this may have caused you. When I launched MFT, I invested in a platform and worked with vendors that I believed met the industry standard because I wanted my customers to shop with confidence. In spite of that and like other businesses, including large corporations, my business was hacked. I hope it helps to know that since becoming aware of this breach, we are working to ensure that it doesn’t happen again.

My team and I are committed to doing what is necessary to maintain a trusted and convenient online services for you so that you will continue to enjoy the shopping experience and products you love from MFT.

Sincerely,

A handwritten signature in black ink, appearing to read 'Kim van der Sanden', written over a horizontal line.

Kim van der Sanden
Owner and Founder of MFT

Additional Information

If you have any further questions regarding this incident, you can call us at 1-888-812-1646 from 7:00 am to 7:00 pm Central Time, Monday through Friday.

Complimentary Credit Monitoring Service:

As a safeguard, we have arranged for you to enroll, at no cost to you, in an online credit monitoring service (*myTrueIdentity*) for one year provided by TransUnion Interactive, a subsidiary of TransUnion®, one of the three nationwide credit reporting companies.

To enroll in this service, go to the *myTrueIdentity* website at www.mytrueidentity.com and in the space referenced as “Enter Activation Code”, enter the following 12-letter Activation Code DZCGXCZNDWZS and follow the three steps to receive your credit monitoring service online within minutes.

If you do not have access to the Internet and wish to enroll in a similar offline, paper based, credit monitoring service, via U.S. Mail delivery, please call the TransUnion Fraud Response Services toll-free hotline at 1-855-288-5422. When prompted, enter the following 6-digit telephone pass code 697264 and follow the steps to enroll in the offline credit monitoring service, add an initial fraud alert to your credit file, or to speak to a TransUnion representative if you believe you may be a victim of identity theft.

You can sign up for the online or offline credit monitoring service anytime between now and March 31, 2018. Due to privacy laws, we cannot register you directly. Please note that credit monitoring services might not be available for individuals who do not have a credit file with TransUnion, or an address in the United States (or its territories) and a valid Social Security number. Enrolling in this service will not affect your credit score.

Once you are enrolled, you will be able to obtain one year of unlimited access to your TransUnion credit report and credit score. The daily credit monitoring service will notify you if there are any critical changes to your credit files at TransUnion®, including fraud alerts, new inquiries, new accounts, new public records, late payments, change of address, and more. The service also

includes access to an identity restoration program that provides assistance in the event that your identity is compromised to help you restore your identity and up to \$1,000,000 in identity theft insurance with no deductible. (Policy limitations and exclusions may apply.)

Fraud Alert Information:

Whether or not you enroll in credit monitoring, we recommend that you place a “Fraud Alert” on your credit file. Fraud Alert messages notify potential credit grantors to verify your identification before extending credit in your name in case someone is using your information without your consent. A Fraud Alert can make it more difficult for someone to get credit in your name; however, please be aware that it also may delay your ability to obtain credit. Call only one of the following three nationwide credit reporting companies to place your Fraud Alert: TransUnion, Equifax, or Experian. As soon as the credit reporting company confirms your Fraud Alert, they will also forward your alert request to the other two nationwide credit reporting companies so you do not need to contact each of them separately. The contact information for the three nationwide credit reporting companies is:

Equifax

PO Box 740256
Atlanta, GA 30374
www.alerts.equifax.com
1-800-525-6285

TransUnion

PO Box 2000
Chester, PA 19016
www.transunion.com/fraud
1-800-680-7289

Experian

PO Box 9554
Allen, TX 75013
www.experian.com/fraud
1-888-397-3742

Free Credit Report Information:

Under federal law, you are also entitled to one free credit report once every 12 months from each of the above three major nationwide credit reporting companies. Call 1-877-322-8228 or make a request online at www.annualcreditreport.com.

Even if you do not find any suspicious activity on your initial credit reports, the Federal Trade Commission (FTC) recommends that you check your credit reports periodically. Victim information sometimes is held for use or shared among a group of thieves at different times. Checking your credit reports periodically can help you spot problems and address them quickly.

If you find suspicious activity on your credit reports or have reason to believe your information is being misused, call your local law enforcement agency and file a police report. Get a copy of the report; many creditors want the information it contains to absolve you of the fraudulent debts. You also should file a complaint with the Federal Trade Commission (FTC) at www.identitytheft.gov or at 1-877-ID-THEFT (1-877-438-4338). Your complaint will be added to the FTC's Identity Theft Data Clearinghouse, where it will be accessible to law enforcers for their investigations. Also visit the FTC's website at www.ftc.gov/idtheft to review their free identity theft resources such as their comprehensive step-by-step guide "*Identity Theft – A Recovery Plan*".