

[MARIMEKKO LETTERHEAD]

[INDIVIDUAL NAME]
[STREET ADDRESS]
[CITY, STATE AND POSTAL CODE]
[E-MAIL]

November __, 2018

NOTICE OF DATA BREACH

Dear [INDIVIDUAL NAME]:

We value your business and respect the privacy of your information, which is why, as a precautionary measure, we are writing to let you know about a data security incident that may involve your personal information.

WHAT HAPPENED?

Between October 15, 2018 and October 18, 2018, we experienced a phishing breach of our website at www.marimekko.com/us_en/. The breach occurred when customers used the guest checkout feature in the online shopping bag, resulting in the potential exposure of customers' names, addresses, telephone number, e-mail, and credit card information (credit card number, expiration date, and card security code).

WHAT INFORMATION WAS INVOLVED?

The data accessed may have included personal information such as your name, address, telephone number, e-mail, and credit card information.

WHAT WE ARE DOING

Marimekko values your privacy and deeply regrets that this incident occurred. Marimekko is conducting a thorough review of the potentially affected records, and will notify you if there are any significant developments. Marimekko has implemented additional security measures designed to prevent a recurrence of such an attack and to protect the privacy of Marimekko's valued customers.

Marimekko also is working closely with its credit card processing company to ensure the incident is properly addressed.

WHAT YOU CAN DO

Please also review the attachment to this letter (captioned Steps You Can Take to Further Protect Your Information) for further information on steps you can take to protect your information.

FOR MORE INFORMATION

For further information and assistance, please contact Marimekko Customer Service at (888) 308-9817 between 9 am – 5pm EST daily.

Sincerely,

[NAME]
[TITLE]

Steps You Can Take to Further Protect Your Information

- **Review Your Account Statements and Notify Law Enforcement of Suspicious Activity**

As a precautionary measure, we recommend that you remain vigilant by 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 also should promptly report any fraudulent activity or any suspected incidence of identity theft to proper law enforcement authorities, including your state attorney general and the Federal Trade Commission (FTC).

To file a complaint with the FTC, go to IdentityTheft.gov or call 1-877-ID-THEFT (877-438-4338). Complaints filed with the FTC will be added to the FTC's Identity Theft Data Clearinghouse, which is a database made available to law enforcement agencies.

- **Obtain and Monitor Your Credit Report**

We recommend that you obtain a free copy of your credit report from each of the three major credit reporting agencies once every 12 months by visiting <http://www.annualcreditreport.com>, 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 access the request form at <https://www.annualcreditreport.com/requestReport/requestForm.action>. Or you can 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 is provided below:

Equifax	Experian	TransUnion
(800) 685-1111	(888) 397-3742	(800) 888-4213
www.equifax.com	www.experian.com	www.transunion.com
P.O. Box 740241	P.O. Box 4500	2 Baldwin Place
Atlanta, GA 30374	Allen, TX 75013	P.O. Box 1000
		Chester, PA 19016

- **Consider Placing a Fraud Alert on Your Credit Report**

You may want to consider placing a fraud alert on your credit report. An initial fraud alert is free and will stay on your credit file for at least 90 days. The alert informs creditors of possible fraudulent activity within your report and requests that the creditor contact you prior to establishing any accounts in your name. To place a fraud alert on your credit report, contact any of the three credit reporting agencies identified above. Additional information is available at <http://www.annualcreditreport.com>.

- **Take Advantage of Additional Free Resources on Identity Theft**

We recommend that you review the tips provided by the Federal Trade Commission on how to avoid identity theft. For more information, please visit IdentityTheft.gov or call 1-877-ID-THEFT (877-438-4338). A copy of Taking Charge: What to Do if Your Identity is Stolen, a comprehensive guide from the FTC to help you guard against and deal with identity theft, can be found on the FTC's website at <https://www.consumer.ftc.gov/articles/pdf-0009-taking-charge.pdf>.