



3333 Beverly Rd
Hoffman Estates, IL 60179

April 25, 2018

D7052-L01-0123456 0001 00000001 *****MIXED AADC 159

SAMPLE A SAMPLE - GENERAL

APT ABC

123 ANY ST

ANYTOWN, US 12345-6789



***Important Payment Card Security Notification.
Please read this entire letter.***

Dear Sample A Sample,

Sears Holdings (“Sears”) was recently notified, by a vendor providing online support services on our websites at Sears.com and Kmart.com, that the vendor had experienced a security incident in which an unauthorized individual incorporated a malicious script into our vendor’s code which was used to provide certain services on our websites. The malicious script collected names, addresses, and payment card information. You are receiving this letter because our records show that information about your Card Type ending in ##### may have been affected by this incident.

As soon as our vendor informed us of this incident in mid-March, Sears notified the payment card companies to help prevent potential fraud, and conducted a thorough investigation of the incident. The investigation concluded that the incident affected some customers on Sears.com and Kmart.com who completed an online order between September 27, 2017 and October 12, 2017 and entered their payment card information manually on the checkout screen. Our vendor has assured us that it has taken steps to secure its systems and prevent this type of incident from occurring again in the future. There is no evidence that our stores were compromised or that any internal Sears systems were accessed by those responsible.

We are cooperating with law enforcement authorities as they investigate this incident. Law enforcement authorities have not asked us to delay sending this notice to you because of their investigation. We encourage you to remain vigilant for incidents of fraud and identity theft by carefully reviewing your payment card statements for unauthorized charges and monitoring free credit reports for fraudulent activity. If you suspect that an unauthorized charge has been placed on your account, you can report it to your payment card issuer. According to the payment card brands’ policies, you are not responsible for unauthorized charges to your account if you report them in a timely manner. If you suspect that you may be the victim of identity theft, you should contact your local law enforcement, state attorney general, and/or the Federal Trade Commission.

0123456



We deeply regret that this incident occurred and apologize for any inconvenience it has caused you. If you have any questions about this incident, please do not hesitate to contact our customer care center at (888) 488-5978 or visit our website www.searsholdings.com/update, where we provide information regarding the incident and will post updates as necessary.

Sincerely,

Leena Munjal
Chief Digital Officer



3333 Beverly Rd
Hoffman Estates, IL 60179

April 25, 2018

D7052-L01-0123456 0001 00000001 *****MIXED AADC 159

SAMPLE A SAMPLE - GENERAL

APT ABC

123 ANY ST

ANYTOWN, US 12345-6789



***Important Payment Card Security Notification.
Please read this entire letter.***

Dear Sample A Sample,

Sears Holdings (“Sears”) was recently notified, by a vendor providing online support services on our websites at Sears.com and Kmart.com, that the vendor had experienced a security incident in which an unauthorized individual incorporated a malicious script into our vendor’s code which was used to provide certain services on our websites. The malicious script collected names, addresses, and payment card information. You are receiving this letter because our records show that information about your Card Type ending in ##### may have been affected by this incident.

As soon as our vendor informed us of this incident in mid-March, Sears notified the payment card companies to help prevent potential fraud, and conducted a thorough investigation of the incident. The investigation concluded that the incident affected some customers on Sears.com and Kmart.com who completed an online order between September 27, 2017 and October 12, 2017 and entered their payment card information manually on the checkout screen. Our vendor has assured us that it has taken steps to secure its systems and prevent this type of incident from occurring again in the future. There is no evidence that our stores were compromised or that any internal Sears systems were accessed by those responsible.

We are cooperating with law enforcement authorities as they investigate this incident. Law enforcement authorities have not asked us to delay sending this notice to you because of their investigation. We encourage you to remain vigilant for incidents of fraud and identity theft by carefully reviewing your payment card statements for unauthorized charges and monitoring free credit reports for fraudulent activity. If you suspect that an unauthorized charge has been placed on your account, you can report it to your payment card issuer. According to the payment card brands’ policies, you are not responsible for unauthorized charges to your account if you report them in a timely manner. If you suspect that you may be the victim of identity theft, you should contact your local law enforcement, state attorney general, and/or the Federal Trade Commission.

0123456



We deeply regret that this incident occurred and apologize for any inconvenience it has caused you. If you have any questions about this incident, please do not hesitate to contact our customer care center at (888) 488-5978 or visit our website www.searsholdings.com/update, where we provide information regarding the incident and will post updates as necessary.

Sincerely,

Leena Munjal
Chief Digital Officer