

[Uno Alla Volta Letterhead]

Uno Alla Volta, Inc.
Address
Address

Customer Name
Address
City, State Zip

May XX, 2018

Dear {Customer Name},

You are a valued member of the Uno Alla Volta family, and I want to make you aware of a situation that has recently arisen. Unfortunately, there was a network security breach at www.unoallavolta.com during the period between April 18, 2018 and May 1, 2018, that may have compromised your personal information.

What Happened

On May 1, 2018, we were notified by a visitor to the website <https://www.unoallavolta.com/> that the visitor's web browser had displayed a warning relating to the website. An investigation confirmed that a network intruder had installed malicious code on our website that allowed the intruder to obtain access to certain personal information provided by customers on our website during the period the code was active, beginning on April 18th and ending on May 1, 2018 when the code was identified and immediately disabled.

What Information Was Involved

The incident involved customer names and addresses as well as credit card numbers, CCV#s, and expiration dates. No other information was accessed.

What We Are Doing

We take the security of our customers' personal information very seriously. Since the initial detection of this issue, we have coordinated with our vendors to remediate the incident. In addition to immediately disabling the malicious code upon detection to prevent exposure of additional data, we have implemented additional safeguards to prevent similar intrusions from occurring in the future, including resetting passwords and increasing network security measures. After conducting an investigation to confirm the details of the incident and its scope, we are now moving swiftly to notify potentially impacted customers.

What You Can Do

While we have no information to indicate that your information has been or will be misused, we recommend, as a precautionary step, that you immediately place a fraud alert on your credit file. A fraud alert tells creditors to contact you before they open any new accounts or change your existing accounts. To do so, call any one of the three major credit bureaus listed below. As soon as one credit bureau confirms your fraud alert, the others are notified to place fraud alerts.

Equifax
1-800-525-6285
P.O. Box 740256 Atlanta, GA
30374

Experian
1-888-397-3742
P.O. Box 9554 Allen, TX 75013

TransUnionCorp
1-800-680-7289
P.O. Box 2000 Chester, PA
19022-2000

You can also obtain a free credit report form each by calling 1-877-322-8228 or by logging onto www.annualcreditreport.com. A victim's personal information is sometimes held for use or shared among a group of criminals at different times. Checking your credit reports periodically can help you spot problems and address them quickly.

You have the right to file a police report, and you may also place a security freeze on your credit files. By placing a

freeze, someone who fraudulently acquires your personal identifying information will not be able to use that information to open new accounts or borrow money in your name. You will need to contact the three credit reporting agencies to place the security freeze. Keep in mind that when you place the freeze, you will not be able to borrow money, obtain instant credit, or get a new credit card until you temporarily lift or permanently remove the freeze. The cost of placing the freeze is no more than \$10 for each United States credit reporting agency for a total of \$30. However, if you are a victim of identity theft and have filed a report with your local law enforcement agency or submitted an ID Complaint Form with the Federal Trade Commission ("FTC"), there may be no charge to place the freeze. In order to request a security freeze, you will need to provide your full name, Social Security Number, date of birth, if you have moved in the past 5 years the addresses of where you have lived during those years, proof of current address, a government issued identification card, a copy of a police or investigative report if you have been the victim of identity theft, or payment by check, money order, or credit card if you have not.

In order to protect yourself from identity theft, we recommend you closely monitor your financial accounts and, if you see any unauthorized activity, promptly contact your financial institution and local law enforcement or your state's attorney general.

For Maryland residents, you may contact the Attorney General at the following address: Office of the Attorney General, 200 St. Paul Place, Baltimore, MD 21202, (410) 576-6300 or 1 (888) 743-0023 toll-free in Maryland.

For North Carolina residents, you may contact the Attorney General at the following address: Attorney General's Office, 9001 Mail Service Center, Raleigh, NC 27699-9001, Telephone: (919) 716-6400, Fax: (919) 716-6750.

For Rhode Island residents, you may contact the Attorney General at the following address: Rhode Island Attorney General, 150 South Main Street, Providence, RI 02903, Telephone: (401) 274-4400.

In addition you may submit a complaint with the FTC by calling 1-877-ID-THEFT (1-877-438-4338) or online at <https://www.ftccomplaintassistant.gov/>, or by writing to the Federal Trade Commission, 600 Pennsylvania Avenue, NW, Washington, DC 20580. Even if you do not find any suspicious activity on your initial credit reports, the FTC recommends that you check your credit reports periodically. Please contact your state's attorney general or the FTC for more information about how to avoid identity theft.

You also have certain rights under the Fair Credit Reporting Act ("FCRA"): These rights include knowing what is in your file; disputing incomplete or inaccurate information; and requiring consumer reporting agencies to correct or delete inaccurate, incomplete, or unverifiable information. For more information about the FCRA, please visit <https://www.consumer.ftc.gov/articles/pdf-0096-fair-credit-reporting-act.pdf>.

For More Information

If you have any questions, please contact me at my number below.

We sincerely regret any inconvenience this incident may cause you.

Kathy Stahelski
Chief Financial Officer
Uno Alla Volta, LLC
242 Branford Road
North Branford CT, 06471
203-871-1000 ext. 263

P.S. You are a valued member of our Uno Alla Volta family!
Terri, our owner, has asked me to extend to you special VIP service.
Enclosed please find a special code that you can use for FREE STANDARD SHIPPING throughout 2018, along with Terri's personal contact information.