



## NOTICE OF DATA BREACH

September 28, 2016

On behalf of VF Outlet, Inc. (“VF Outlet”), I write to inform you of a recent incident that may have involved personal information about you.

**WHAT HAPPENED.** We recently discovered that between April 17, 2016 and August 26, 2016, an unauthorized individual accessed a third party computer server that hosted the VF Outlet website (www.vfoutlet.com). Because of this, anyone who created an account, logged into an existing account or made a purchase on the VF Outlet website using a credit card during this period may have had payment card information and certain other personal information exposed. We regret that this incident occurred and take the security of your personal information very seriously.

**WHAT INFORMATION WAS INVOLVED.** We began investigating the incident as soon as we learned of it. We have determined that the incident may have involved exposure of the following personal information of 7,284 individuals: name, address, email address, VF Outlet account password, and payment card information.

**WHAT WE ARE DOING.** We have taken steps to protect the information from further unauthorized access. We have resolved the vulnerability and implemented measures to help prevent incidents of this kind in the future.

**WHAT YOU CAN DO.** We recommend that you review the information provided in this letter for actions that you can take to protect yourself against potential misuse of your personal information.

As a precaution, we have arranged for you, at your option, to enroll in a complimentary credit monitoring service for one year. We have engaged Equifax to provide you with its Equifax Credit Watch™ Gold with WebDetect™, which will provide you with an “early warning system” to unauthorized changes to your credit file and help you understand the content of your Equifax credit file. You have until December 31, 2016 to activate the free credit monitoring service by using the following activation code: [\*\*\*]. To enroll, go to <http://myservices.equifax.com/goldscan>.

You should remain vigilant for incidents of fraud and identity theft. Regularly review your account statements and monitor free credit reports. If you discover any suspicious or unusual activity on your accounts or suspect identity theft or fraud, be sure to report it immediately to your financial institutions. In addition, we recommend that you change your password for any online account for which you use the same password as the one you used on the VF Outlet website.

In addition, you may contact the Federal Trade Commission (“FTC”) or law enforcement, including your Attorney General, to report incidents of identity theft or to learn about steps you can take to protect yourself from identity theft. To learn more, you can go to the FTC’s Web site, at [www.consumer.gov/idtheft](http://www.consumer.gov/idtheft), or call the FTC at (877) IDTHEFT (438-4338), or write to Federal Trade Commission, Consumer Response Center, 600 Pennsylvania Avenue, NW, Washington, DC 20580.



You may also periodically obtain credit reports from each nationwide credit reporting agency. If you discover information on your credit report arising from a fraudulent transaction, you should request that the credit reporting agency delete that information from your credit report file. In addition, under federal law, you are entitled to one free copy of your credit report every 12 months from each of the three nationwide credit reporting agencies. You may obtain a free copy of your credit report by going to [www.AnnualCreditReport.com](http://www.AnnualCreditReport.com) or by calling (877) 322-8228. You may contact the nationwide credit reporting agencies at:

Equifax  
(800) 525-6285  
P.O. Box 740241  
Atlanta, GA 30374-0241  
[www.equifax.com](http://www.equifax.com)

Experian  
(888) 397-3742  
P.O. Box 9701  
Allen, TX 75013  
[www.experian.com](http://www.experian.com)

TransUnion  
(800) 916-8800  
Fraud Victim Assistance Division  
P.O. Box 2000  
Chester, PA 19022  
[www.transunion.com](http://www.transunion.com)

In addition, you may obtain additional information from the FTC and the credit reporting agencies about fraud alerts and security freezes. You can add a fraud alert to your credit report file to help protect your credit information. A fraud alert can make it more difficult for someone to get credit in your name because it tells creditors to follow certain procedures to protect you, but it also may delay your ability to obtain credit. You may place a fraud alert in your file by calling just one of the three nationwide credit reporting agencies listed above. As soon as that agency processes your fraud alert, it will notify the other two agencies, which then must also place fraud alerts in your file. In addition, you can contact the nationwide credit reporting agencies at the following numbers to place a security freeze to restrict access to your credit report:

- (1) Equifax – (800) 349-9960
- (2) Experian – (888) 397-3742
- (3) TransUnion – (888) 909-8872

You will need to supply your name, address, date of birth, Social Security number and other personal information. The fee to place a credit freeze varies based on where you live. After receiving your request, each credit reporting agency will send you a confirmation letter containing a unique PIN or password that you will need in order to lift or remove the freeze. You should keep the PIN or password in a safe place.

**FOR MORE INFORMATION.** Please know that we regret any inconvenience or concern this incident may cause you. Please do not hesitate to contact us at (844) 607-1699 if you have any questions or concerns.

Sincerely,

A handwritten signature in black ink, appearing to read 'Julian J. [unclear]'. The signature is written in a cursive style.



Rick Ott  
Vice President & General Manager, VF Outlet, Inc.

*IF YOU ARE AN IOWA RESIDENT:* You may contact local law enforcement or the Iowa Attorney General's Office to report suspected incidents of identity theft. You can contact the Iowa Attorney General at:

Office of the Attorney General  
1305 E. Walnut Street  
Des Moines, IA 50319  
(515) 281-5164  
<http://www.iowaattorneygeneral.gov/>

*IF YOU ARE A MARYLAND RESIDENT:* You may obtain information about avoiding identity theft from the FTC or the Maryland Attorney General's Office. These offices can be reached at:

Federal Trade Commission Consumer Response Center 600 Pennsylvania Avenue, NW Washington, DC 20580 (877) IDTHEFT (438-4338) <a href="http://www.ftc.gov/idtheft/">http://www.ftc.gov/idtheft/</a>	Office of the Attorney General Consumer Protection Division 200 St. Paul Place Baltimore, MD 21202 (888) 743-0023 <a href="http://www.oag.state.md.us">www.oag.state.md.us</a>
--	---

*IF YOU ARE A NORTH CAROLINA RESIDENT:* You may obtain information about preventing identity theft from the FTC or the North Carolina Attorney General's Office. These offices can be reached at:

Federal Trade Commission Consumer Response Center 600 Pennsylvania Avenue, NW Washington, DC 20580 (877) IDTHEFT (438-4338) <a href="http://www.consumer.gov/idtheft">www.consumer.gov/idtheft</a>	North Carolina Department of Justice Attorney General Roy Cooper 9001 Mail Service Center Raleigh, NC 27699-9001 (877) 566-7226 <a href="http://www.ncdoj.com">http://www.ncdoj.com</a>
---	--

*IF YOU ARE A RHODE ISLAND RESIDENT:* Please contact state or local law enforcement to determine whether you can file or obtain a police report in regard to this incident. In addition, you can contact the Rhode Island Attorney General at:

Office of the Attorney General  
150 South Main Street  
Providence, Rhode Island 02903  
(401) 274-4400  
<http://www.riag.ri.gov/>