



[RETURN MAIL ADDRESS – Inserted By AllClear ID]

[First_Name] [Last_Name]
[Address_Line_1]
[Address_Line_2]
[City], [State] [Zip]

[Date]

Dear [First_Name] [Last_Name],

We are writing to inform you of an incident that may have involved your personal information. An incident involving unauthorized access to information associated with certain purchases made on our website vapourbeauty.com. On February 9, 2017, we were notified of the incident by Aptos, the third-party digital platform provider that hosts our ecommerce site. We wanted to share information and inform you that Vapourbeauty.com, Aptos and law enforcement are responding. Although we have not been informed of any actual misuse of your information, we wanted to provide you this notice and information on how you can protect your credit and debit accounts.

You may wonder why you are hearing about the breach now. We understand that Aptos contacted Federal law enforcement agencies and the U.S. Department of Justice at that time. Law enforcement requested that notification to businesses (including Vapourbeauty.com) and customers be delayed to allow the investigation to move forward.

What Information Was Involved?

Aptos has informed us that attackers had access to the following online data associated with orders made before «Date»:

- First and last name,
- Address,
- Phone number,
- Email address, and
- Debit or credit card number with expiration dates.

What Happened?

On February 9, 2017, we were informed that Aptos experienced a security incident last year that involved our website (Vapourbeauty.com). Aptos has indicated that the intrusion began in February 2016 and ended in December 2016. During that time, we understand that cyber criminals placed malware on Aptos' servers and gained access to Vapourbeauty.com's data. We have been assured that the malware has been removed and that the criminals no longer have access to their systems or data.

We want to make you aware of steps you may take to guard against identity theft or fraud. Please review the enclosed Information about Identity Theft Protection.

[REQUIRED PRODUCT/SERVICE LANGUAGE START]

As an added precaution, we have arranged to have AllClear ID protect your identity for «Time» months at no cost to you. The following identity protection services start on the date of this notice and you can use them at any time during the next «Time» months.

AllClear Identity Repair: This service is automatically available to you with no enrollment required. If a problem arises, simply call «DID_Phone» and a dedicated investigator will help recover financial losses, restore your credit and make sure your identity is returned to its proper condition.

AllClear Credit Monitoring: This service offers additional layers of protection including credit monitoring and a \$1 million identity theft insurance policy. To use this service, you will need to provide your personal information to AllClear ID. You may sign up online at enroll.allclearid.com or by phone by calling «DID_Phone» using the following redemption code: {RedemptionCode}.

Please note: Additional steps may be required by you in order to activate your phone alerts and monitoring options.

[REQUIRED PRODUCT/SERVICE LANGUAGE END]

We at Vapourbeauty.com, take the protection of your personal information seriously and are taking steps to prevent a similar occurrence. We have been working with Aptos to learn more about the incident. Aptos has indicated that it has worked with a leading cybersecurity firm to remove the malware from its systems and is actively monitoring the platform to safeguard personal information.

For More Information

We have limited information to share beyond what is provided in this notice and still we understand that you may have additional questions or concerns. Please feel free to reach out to our dedicated hotline at AllClear ID Monday through Saturday, 8 a.m. to 8 p.m. Central Time at 1-855-336-6688 and AllClear ID will work with you to address your questions and concerns

Sincerely,



[Tera Romero, Records]
[Vapour Organic Beauty]
[PO BOX 99 TAOS, NM 87571]