



PO Box 10429  
Dublin, Ohio 43017-4029



March 27, 2017



Sample Customer  
123 Main St  
Apt 1  
Dublin OH 99999

**Re: Notice of Data Breach—ACTION REQUIRED TO PROTECT CREDIT CARD INFORMATION**

Dear Sample Customer:

At WoodWick, we are committed to providing our customers with quality, unique candles which provide the perfect fragrance for the home. We value and respect your privacy, which is why we are writing to alert you to an incident involving potential unauthorized access to your credit/debit card while shopping on our website. This letter provides details on what we know, the steps we've taken to protect the integrity of your information and recommendations on specific actions you can and should take to protect yourself.

**What Happened?** On February 17, 2017, we began investigating unusual activity reported by our credit card processor. We immediately suspended the commerce aspect of our website to protect further unauthorized access and initiated an internal investigation. These actions are being executed in partnership with a well-respected, third-party forensic expert to identify any signs of compromise to our system. On February 28, 2017, we confirmed that our system had been compromised, potentially resulting in unauthorized access to debit and credit card information used on our site between August 18, 2016 and February 20, 2017.

**What Information Was Involved?** The information at risk includes cardholder's name, address, card number, expiration date and CVV. Additionally, the username and password for your WoodWick account may have been compromised.

**What We Are Doing.** We take the security of our customers' information extremely seriously, and we apologize for the inconvenience this incident has caused. We continue to work with third-party forensic investigators and law enforcement officials to ensure the security of our systems.

**What You Can Do.** If your log-in information for WoodWick is the same for other online accounts, we encourage you to follow industry best practice and change them immediately.

**Based on this information, please consider taking the following actions:**

- Review your bank/credit card statements to identify any unauthorized access

- **Contact your financial institution to report unusual activity or determine if any additional steps are needed to prevent further unauthorized use of your credit/debit card**

***For More Information.*** We sincerely apologize for any inconvenience or concern this incident may have caused you. Should you have any questions about the content of this letter, please contact us at 888-321-0305 between 9:00 a.m. and 5:00 p.m. Eastern Time, Monday through Friday, excluding major holidays.

Sincerely,  
Jim Ramaker  
Chief Executive Officer  
WoodWick, Inc.

## PRIVACY SAFEGUARDS INFORMATION

As a precautionary measure, we recommend that you remain vigilant to protect against potential fraud and/or identity theft by, among other things, reviewing your account statements and monitoring 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 should also promptly report any fraudulent activity or any suspected incidents of identity theft to proper law enforcement authorities, including the police and your state's attorney general, as well as the Federal Trade Commission ("FTC").

**Credit Reports:** Under U.S. law you may obtain a free copy of your credit report once every 12 months from each of the three national credit reporting agencies by visiting <http://www.annualcreditreport.com>, by calling toll-free 1-877-322-8228, 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 print a copy of the request form at <https://www.annualcreditreport.com/cra/requestformfinal.pdf>.

Alternatively, you may elect to purchase a copy of your credit report by contacting one of the three national credit reporting agencies. At no charge, you can also have these credit bureaus place a "fraud alert" on your file that alerts creditors to take additional steps to verify your identity prior to granting credit in your name. Note, however, that because it tells creditors to follow certain procedures to protect you, it may also delay your ability to obtain credit while the agency verifies your identity. As soon as one credit bureau confirms your fraud alert, the others are notified to place fraud alerts on your file. Contact information for the three national credit reporting agencies for the purpose of requesting a copy of your credit report or for general inquiries, including obtaining information about fraud alerts and placing a security freeze on your credit files, is as follows:

Equifax  
1-800-349-9960  
[www.equifax.com](http://www.equifax.com)  
P.O. Box 105788  
Atlanta, GA 30348

Experian  
1-888-397-3742  
[www.experian.com](http://www.experian.com)  
P.O. Box 9554  
Allen, TX 75013

TransUnion  
1-888-909-8872  
[www.transunion.com](http://www.transunion.com)  
P.O. Box 2000  
Chester, PA 19022

You may also place a security freeze on your credit reports. A security freeze prohibits a credit bureau from releasing any information from a consumer's credit report without the consumer's written authorization. However, please be advised that placing a security freeze on your credit report may delay, interfere with, or prevent the timely approval of any requests you make for new loans, credit mortgages, employment, housing, or other services. If you have been a victim of identity theft, and you provide the credit bureau with a valid police report, it cannot charge you to place, lift or remove a security freeze. In all other cases, a credit bureau may charge you a fee to place, temporarily lift, or permanently remove a security freeze. You will need to place a security freeze separately with each of the three major credit bureaus listed above if you wish to place a freeze on all of your credit files. To find out more on how to place a security freeze, you can use the following contact information:

Equifax Security Freeze  
P.O. Box 105788  
Atlanta, GA 30348  
1-800-685-1111  
(NY residents please call  
1-800-349-9960)  
[www.freeze.equifax.com](http://www.freeze.equifax.com)

Experian Security Freeze  
P.O. Box 9554  
Allen, TX 75013  
1-888-397-3742  
[www.experian.com/freeze/center.html](http://www.experian.com/freeze/center.html)

TransUnion  
PO Box 2000  
Chester, PA 19022-2000  
1-888-909-8872  
[www.transunion.com/securityfreeze](http://www.transunion.com/securityfreeze)

You can further educate yourself regarding identity theft, fraud alerts, and the steps you can take to protect yourself, by contacting the Federal Trade Commission or your state Attorney General. The Federal Trade Commission can be reached at: 600 Pennsylvania Avenue NW, Washington, DC 20580; [www.identitytheft.gov](http://www.identitytheft.gov); 1-877-ID-THEFT (1-877-438-4338); and TTY: 1-866-653-4261. The Federal Trade Commission also encourages those who discover that their information has been misused to file a complaint with them. **For Maryland residents**, the Attorney General can be reached at: 200 St. Paul Place, 16th Floor, Baltimore, MD 21202; 1-888-743-0023; and [www.oag.state.md.us](http://www.oag.state.md.us). **For North Carolina residents**, the Attorney General can be contacted by mail at 9001 Mail Service Center, Raleigh, NC 27699-9001; toll-free at 1-877-566-7226; by phone at 1-919-716-6400; and online at [www.ncdoj.gov](http://www.ncdoj.gov). **For Rhode Island residents**, the Attorney General can be contacted by mail at 150 South Main Street, Providence, RI 02903; by phone at (401) 274-4400; and online at [www.riag.ri.gov](http://www.riag.ri.gov). A total of 6 Rhode Islands resident may be impacted by this incident. Customers have the right to file a police report if they ever experience identity theft or fraud. Please note that in order to file a crime report or incident report with law enforcement for identity theft, customers will likely need to provide some kind of proof that they have been a victim. Instances of known or suspected identity theft should also be reported to law enforcement. This notice has not been delayed as a result of a law enforcement investigation.