

Blackhawk Network: Notice of Security Incident

Dear [INDIVIDUAL NAME]:

We value your business and respect the privacy of your information, which is why, as a precautionary measure, we are writing to let you know about an incident that may have involved your account on GiftCards.com.

After detecting some unusual activity on GiftCards.com starting August 8th, our security team conducted an investigation and determined that one or more unauthorized external individuals attempted to access a number of customer accounts through a process of guessing login emails and passwords. The perpetrators appear to have successfully accessed a small number of accounts.

For any account successfully accessed, the perpetrator(s) would have only had access to the transaction history, original balance information for your gift card(s), and basic account information. This would include your name, email address, postal address, the name and contact information of any gift card recipient(s), and the last four digits of the credit card used in prior transactions. They would not have been able to access the full numbers of any gift cards purchased or the credit cards used to purchase gift cards through your account. Further, the perpetrators would not have been able to initiate a transaction using your stored cards without the Card Identification Number (CID) – the 3- or 4-digit verification code – for your credit card.

Out of an abundance of caution, we have reset the password on your account. You will be required to set a new password before you can access your account again. You can use this link to create your new password: <https://www.giftcards.com/password-reset>.

While we are continuing to investigate the matter, there is no indication that these attacks against individual accounts resulted in, or were the product of, any type of data breach involving our systems. The accounts affected appear to be limited to those with weak passwords or whose passwords may have been compromised through breaches at other unaffiliated third-party sites. You should remain vigilant against incidents of identity theft and fraud by reviewing account statements and monitoring credit reports for suspicious activity, and reporting any suspected identity theft to law enforcement and your state's attorney general.

Because these attacks were focused on attempting to access accounts with weak or compromised passwords, you should take this opportunity to review your password practices. When setting a new password, we recommend using some simple techniques to improve your security, including using a long and complex password that is hard for others to guess and includes a combination of numbers, letters, and symbols. You should also use a different password for every site; to make that easier, consider using password manager software to organize and secure your passwords. For more password tips, we recommend reading Consumer Reports' "Tips for Better Passwords" (available at <https://www.consumerreports.org/digital-security/tips-for-better-passwords/>).

Blackhawk Network values your privacy and deeply regrets that this incident occurred. For further information and assistance, please contact our GiftCards.com Customer Service at (877) 944-3822 or visit <https://www.giftcards.com/help-links>.

Sincerely,

Nick Samurkas
Chief Operating Officer