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| April 18, 2019NOTICE OF DATA BREACH |

Dear

We are writing to provide you with information about a data incident involving Village Hat Shop. You are receiving this letter because you have purchased one or more items from our website.

# WHAT HAPPENED?

We noticed some unusual activity on our website February 13, 2019, which is hosted by a third party, Torrey Commerce. On February 14, 2019, Torrey determined that there had been unauthorized access to our website and that our electronic check out forms had been altered. We are notifying everyone whose information was potentially accessed.

# WHAT INFORMATION WAS INVOLVED

The data accessed may have included personal information such as your shipping address, personal email address, first and last name, and credit or debit card information.

**WHAT ARE WE DOING**

Since we learned of the initial incident, we have taken the following actions:

1. We have contacted the FBI and reported the incident;
2. We also notified your credit card company;
3. Torrey’s forensic team was able to locate the malicious code and has removed that code from our website;
4. All network firewalls, computers, and security protections are confirmed to be properly functioning;
5. All internal passwords for all software programs have been changed and updated;
6. We continue to work with Torrey to determine how we can enhance the security of our systems and make them more secure and reduce the potential for similar incidents to occur in the future;
7. We have notified the state Attorneys General offices as required by applicable state law.

**WHAT YOU CAN DO**

**We recommend you take the following actions to help protect your information.**

1. As an added precaution, we are providing you with access to ***Single Bureau Credit Monitoring****\** services at no charge. These services provide you with alerts for twelve months from the date of enrollment when changes occur to your Experian credit file.  This notification is sent to you the same day that the change or update takes place with the bureau. These services will be provided by **CyberScout,** a company that specializes in identity theft education and resolution.

\* Services marked with an “\*” require an internet connection and e-mail account and may not be available to minors under the age of 18 years of age. Please note that when signing up for monitoring services, you may be asked to verify personal information for your own protection to confirm your identity.

To enroll in **Credit** **Monitoring**\* services at no charge, please log on to **https://www.myidmanager.com** and follow the instructions provided. **When prompted please provide the following unique code to receive services: i676qw70r6zh**

For guidance with the **CyberScout** services, or to obtain additional information about these services, **please call the CyberScout help line *1-800-405-6108*** and supply the fraud specialist with your unique code.

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

1. Change your passwords on all bank and brokerage accounts immediately and on a regular basis going forward. We will work with you and your financial institutions if you have any concerns.
2. Review your bank account and brokerage statements and free credit reports vigilantly for any potential discrepancies.

**Further Communication**

Further information about how to guard against identity theft appears on the following pages. The security of your information is incredibly important to us. While CyberScout should be able to provide thorough assistance and answer most of your questions, you may still feel the need to speak with our office regarding this incident. If so, please call Zachary Belinsky at 619-906-4440 ext. 203 from 9:00 am to 4:00 pm Pacific Time, Monday through Friday and we can address any questions or concerns.

Please accept our sincere apologies and know that we deeply regret any worry or inconvenience this may cause you. Please also be assured that we will continue to implement and maintain adequate security solutions for you and all of our customers.

Sincerely,

Zachary Belinsky

Executive Vice President

VILLAGE HAT SHOP

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**Information about Identity Theft Prevention**

It is recommended that you remain vigilant for any incidents of fraud or identity theft by regularly reviewing credit card account statements and your credit report for unauthorized activity. You may obtain a free copy of your credit report from the following national consumer reporting agencies or from the Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA, 30348-5281, 1-877-322-8228, www.annualcreditreport.com:

**Equifax**: P.O. Box 105139, Atlanta, Georgia 30374-0241, 1-800-685-1111, www.equifax.com

**Experian**: P.O. Box 2002, Allen, TX 75013, 1-888-397-3742, www.experian.com

**TransUnion**: P.O. Box 6790, Fullerton, CA 92834-6790, 1-800-916-8800, www.transunion.com

You can obtain information from the consumer reporting agencies, the **Federal Trade Commission** (**FTC**), or your respective state Attorney General about steps you can take toward preventing identity theft. You may report suspected identity theft to local law enforcement, the FTC, or your respective Attorney General. The FTC may be contacted at FTC, **Consumer Response Center**, 600 Pennsylvania Avenue, NW, Washington, DC 20580, 1-877-438-4338, www.ftc.gov/idtheft.

**For residents of Maryland**: You may also obtain information about preventing and avoiding identity theft from the Maryland Office of the Attorney General:

Maryland Office of the Attorney General, Consumer Protection Division

200 St. Paul Place, Baltimore, MD 21202, 1-888-743-0023, www.oag.state.md.us

**For residents of North Carolina**: You may also obtain information about preventing and avoiding identity theft from the North Carolina Attorney General’s Office:

North Carolina Attorney General’s Office, Consumer Protection Division

9001 Mail Service Center, Raleigh, NC 27699-9001, 1-877-5-NO-SCAM, www.ncdoj.gov

**Fraud Alerts**: There are also two types of fraud alerts that you can place on your credit report to put your creditors on notice that you may be a victim of fraud: an initial alert and an extended alert. You may ask that an initial fraud alert be placed on your credit report if you suspect you have been, or are about to be, a victim of identity theft. An initial fraud alert stays on your credit report for at least 90 days. You may have an extended alert placed on your credit report if you have already been a victim of identity theft with the appropriate documentary proof. An extended fraud alert stays on your credit report for seven years. You can place a fraud alert on your credit report by calling the toll-free fraud number of any of the three national consumer reporting agencies listed below.

**Equifax**: 1-800-525-6285, www.equifax.com

**Experian**: 1-888-397-3742, www.experian.com

**TransUnion**: 1-800-680-7289, www.transunion.com

**Credit Freezes**: You may have the right to put a credit freeze, also known as a security freeze, on your credit file, so that no new credit can be opened in your name without the use of a PIN number that is issued to you when you initiate a freeze. A credit freeze is designed to prevent potential credit grantors from accessing your credit report without your consent. If you place a credit freeze, potential creditors and other third parties will not be able to get access to your credit report unless you temporarily lift the freeze. Therefore, using a credit freeze may delay your ability to obtain credit. In addition, you may incur fees to place, lift and/or remove a credit freeze. Credit freeze laws vary from state to state. The cost of placing, temporarily lifting, and removing a credit freeze also varies by state, generally $5 to $20 per action at each credit reporting agency. Unlike a fraud alert, you must separately place a credit freeze on your credit file at each credit reporting agency. Since the instructions for how to establish a credit freeze differ from state to state, please contact the three major consumer reporting agencies as specified below to find out more information:

**Equifax**: P.O. Box 105788, Atlanta, GA 30348, www.equifax.com

**Experian**: P.O. Box 9554, Allen, TX 75013, www.experian.com

**TransUnion**: P.O. Box 2000, Chester, PA, 19022-2000, freeze.transunion.com

You can obtain more information about fraud alerts and credit freezes by contacting the FTC or one of the national consumer reporting agencies listed above.