

**Jerry Baker**  
P.O. Box 1001  
Wixom, MI 48393-1001

June 26, 2023

Jane Doe  
PO Box XXX  
Billings, MT 59105

## Important Information

### Notice of Data Breach

#### Please Review Carefully

Dear: Jane Doe,

The privacy and security of the personal information we maintain is of the utmost importance to Jerry Baker. We want to notify you of an incident that impacted our third party e-commerce platform, CommerceV3, that may have involved some of your personal information. We are writing to provide you with information regarding the incident and steps you can take to protect your personal information.

#### ***Why Does CommerceV3 Have my Information?***

CommerceV3 provides the e-commerce platform we use to process payment card information when an order is placed on our website.

#### ***What Happened?***

CommerceV3 learned that an unauthorized party obtained access to its systems between November 24, 2021 and December 14, 2022. Immediately upon learning of this issue, CommerceV3 conducted a thorough forensic investigation alongside third-party cybersecurity experts to assess whether any cardholder data was compromised as a result of the incident. CommerceV3 also worked alongside the major card brands and banks during this forensic investigation. CommerceV3 has informed Jerry Baker that there is no indication any of our customer's personal information has been compromised. But CommerceV3 cannot prove that conclusively. And under pressure from the major credit card companies, CommerceV3 is required to include all of their clients in the notification process.

**Please note that IF your personal information was hacked, it occurred while it was in the care, custody, and exclusive control of CommerceV3. Jerry Baker had no control over CommerceV3's data security and no way to prevent their data breach. Moreover, we were not aware that any breach had happened until June 7, 2023. However, by law, Jerry Baker is responsible for sending this notice to you.**

#### ***What We Are Doing.***

On May 3, 2023, after an extensive forensic investigation, CommerceV3 discovered that cardholder data collected on Jerry Baker's behalf was potentially accessed or acquired by an unauthorized party as a result of the incident. CommerceV3 notified Jerry Baker of this incident on June 7, 2023. In response to the incident, CommerceV3 has implemented additional security measures designed to protect the privacy of its valued customers.

***What Information Was Involved?***

Your name along with your email address, billing address, payment card number, CVV code and expiration date were potentially accessed and/or acquired as a result of the incident.

***For More Information.***

Thank you for your patience and understanding. We continue to work alongside CommerceV3 to ensure the security and privacy of personal information remains a top priority.

If you have any further questions regarding this incident, please contact Customer Service at 800-336-5885 or [customerservice@jerrybaker.com](mailto:customerservice@jerrybaker.com). Customer Service is available Mon. through Fri, 8am – 5pm EDT.

Sincerely,

Jerry Baker