



<<MemberFirstName>> <<MemberLastName>>  
<<Address1>>  
<<Address2>>  
<<City>>, <<State>> <<Zip Code>>

<<Date>> (Format: Month Day, Year)

Dear <<MemberFirstName>> <<MemberLastName>>,

We are writing to tell you about a data security incident that may have exposed some of your personal information. We take the protection and proper use of your information very seriously. For this reason, we are contacting you directly to explain the circumstances of the incident.

### What Happened?

On October 7, 2015, it was discovered that malicious code was inserted on our e-commerce website. We believe that the malicious code was inserted on May 18, 2015 through a breach in the site. The code appears to have allowed hackers to capture data entered in the checkout page by users of the website, including name, credit card number, expiration date, CCV code, and billing address.

Upon discovery, we had the code removed and the entire site scanned. We have moved the site to a new hosting company and we are exploring additional means to increase security. We have also engaged experts to conduct a thorough forensic investigation of the breach in order to better inform us regarding future enhanced security measures we may take.

### What Are We Doing To Protect You?

To help relieve concerns and restore confidence following this incident, we have secured the services of Kroll to **provide identity monitoring at no cost to you for one year**. Your identity monitoring services include Credit Monitoring and Identity Theft Consultation and Restoration.

Visit <<IDMonitoringURL>> to take advantage of your identity monitoring services.

Membership Number: <<Member ID>>

We recommend that you read the "Additional Resources" section included with this letter.

If you have questions or need assistance, call 1-???-???-???, 8 a.m. to 5 p.m. (Central Time), Monday through Friday. Kroll's licensed investigators are standing by. *Please have your membership number ready.*

We deeply regret that this has happened. We trust that the services we are offering to you demonstrate our continued commitment to your security and satisfaction.

Sincerely,

Rick Renner  
CFO

## Additional Resources

Contact information for the three nationwide credit reporting agencies is:

**Equifax**, PO Box 740241, Atlanta, GA 30374, [www.equifax.com](http://www.equifax.com), 1-800-685-1111

**Experian**, PO Box 2104, Allen, TX 75013, [www.experian.com](http://www.experian.com), 1-888-397-3742

**TransUnion**, PO Box 2000, Chester, PA 19022, [www.transunion.com](http://www.transunion.com), 1-800-888-4213

**Free Credit Report.** It is recommended that you remain vigilant for incidents of fraud and identity theft by reviewing account statements and monitoring your credit report for unauthorized activity. You may obtain a copy of your credit report, free of charge, once every 12 months from each of the three nationwide credit reporting agencies. To order your annual free credit report please visit **[www.annualcreditreport.com](http://www.annualcreditreport.com)** or call toll free at **1-877-322-8228**. You can also order your annual free credit report by mailing a completed *Annual Credit Report Request Form* (available from the U.S. Federal Trade Commission's ("FTC") website at [www.consumer.ftc.gov](http://www.consumer.ftc.gov)) to: Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348-5281.

**For residents of Iowa, Maryland, Michigan, Missouri, North Carolina, Oregon, and West Virginia:** You may obtain a copy of your credit report, free of charge, whether or not you suspect any unauthorized activity on your account.

**Fraud Alert.** You may place a fraud alert in your file by calling one of the three nationwide credit reporting agencies above. A fraud alert tells creditors to follow certain procedures, including contacting you before they open any new accounts or change your existing accounts. For that reason, placing a fraud alert can protect you, but also may delay you when you seek to obtain credit.

**Security Freeze.** You have the right to place a security freeze on your credit report.

A security freeze is intended to prevent credit, loans and services from being approved in your name without your consent. To place a security freeze on your credit report, you may be able to use an online process, an automated telephone line, or a written request to any of the three credit reporting agencies listed above. The following information must be included when requesting a security freeze (note that if you are requesting a credit report for your spouse, this information must be provided for him/her as well): (1) full name, with middle initial and any suffixes; (2) Social Security number; (3) date of birth; (4) current address and any previous addresses for the past five years; and (5) any applicable incident report or complaint with a law enforcement agency or the Registry of Motor Vehicles. The request must also include a copy of a government-issued identification card and a copy of a recent utility bill or bank or insurance statement. It is essential that each copy be legible, display your name and current mailing address, and the date of issue. The credit reporting agencies may charge a fee of up to \$5.00 to place a freeze, or lift or remove a freeze. There will be no charge, if you are a victim of identity theft or the spouse of a victim of identity theft, and you have submitted a valid police report relating to the identity theft incident to the credit reporting agencies.

**Federal Trade Commission and State Attorney General's Offices.** If you believe you are the victim of identity theft or have reason to believe your personal information has been misused, you should immediately contact the Federal Trade Commission and/or the attorney general's office in your home state. Contact information for the Federal Trade Commission is **Federal Trade Commission**, Consumer Response Center, 600 Pennsylvania Avenue, NW, Washington, DC 20580, [www.ftc.gov/bcp/edu/microsites/idtheft/](http://www.ftc.gov/bcp/edu/microsites/idtheft/), 1-877-IDTHEFT (438-4338).

**For residents of Maryland:** You may contact the Maryland Attorney General's Office at Maryland Office of the Attorney General, Consumer Protection Division, 200 St. Paul Place, Baltimore, MD 21202, [www.oag.state.md.us](http://www.oag.state.md.us), 1-888-743-0023.

**For residents of North Carolina:** You may contact the North Carolina Attorney General's office at North Carolina Office of the Attorney General, Consumer Protection Division, 9001 Mail Service Center, Raleigh, NC 27699-9001, [www.ncdoj.com](http://www.ncdoj.com), 1-877-566-7226.

### Reporting of identity theft and obtaining a policy report.

**For residents of Iowa:** You are advised to report any suspected identity theft to law enforcement or to the Attorney General.

**For residents of Massachusetts:** You have the right to obtain a police report if you are a victim of identity theft.

**For residents of Oregon:** You are advised to report any suspected identity theft to law enforcement and the Federal Trade Commission.