



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

<<MemberFirstName>> <<MemberMiddleName>> <<MemberLastName>> <<NameSuffix>>  
<<Address1>>  
<<Address2>>  
<<City>>, <<State>> <<ZipCode>>

## Notice of Data Breach

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

Island Outdoor, LLC (“IOLLC”) recently learned that it was the victim of a sophisticated cyber-attack that may affect the security of some of your payment information. This notice is intended to provide you with information about the incident, steps we are taking in response, and steps you can take to better protect against potential fraud should you feel it is appropriate.

### What happened?

On January 31, 2018, we began investigating some unusual activity on our websites. We immediately began to work with third-party forensic experts to investigate the unusual activity. On February 23, 2018, we discovered that we were the victims of a sophisticated cyber-attack that resulted in the potential compromise of some customers’ debit and credit card data used at [www.BBQgaskets.com](http://www.BBQgaskets.com), [www.BBQsmokerSupply.com](http://www.BBQsmokerSupply.com), [www.StoveGaskets.com](http://www.StoveGaskets.com), [www.WholesaleSmokerParts.com](http://www.WholesaleSmokerParts.com), and [www.UDSparts.com](http://www.UDSparts.com) between November 1, 2017 and January 31, 2018 and February 9, 2018 and February 14, 2018. This incident also impacted purchases made on [www.BBQSmokerMods.com](http://www.BBQSmokerMods.com) between December 14, 2017 and January 31, 2018 and February 9, 2018 to February 14, 2018.

Since that time, we have been working with third-party forensic investigators to determine what happened, what information was affected and to implement additional procedures to further protect the security of customer debit and credit cards. We removed the malware at issue to prevent any further unauthorized access to customer debit or credit card information. We are also working with the Federal Bureau of Investigations to investigate this incident. You can safely use your payment card at our websites.

### What information was involved?

Through the ongoing third-party forensic investigations, we confirmed on February 23, 2018 that malware may have stolen credit or debit card data from some credit and debit cards used at [www.BBQgaskets.com](http://www.BBQgaskets.com), [www.BBQsmokerSupply.com](http://www.BBQsmokerSupply.com), [www.StoveGaskets.com](http://www.StoveGaskets.com), [www.WholesaleSmokerParts.com](http://www.WholesaleSmokerParts.com), and [www.UDSparts.com](http://www.UDSparts.com) between November 1, 2017 and January 31, 2018 and February 9, 2018 and February 14, 2018. This incident also impacted purchases made on [www.BBQSmokerMods.com](http://www.BBQSmokerMods.com) between December 14, 2017 and January 31, 2018 and February 9, 2018 to February 14, 2018. The information at risk as a result of this event includes the cardholder’s name, address, IOLLC username and password, card number, expiration date and CVV.

### What we are doing.

We take the security of our customers’ information extremely seriously, and 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.

Please review the enclosed Privacy Safeguards Information for additional information on how to better protect against identity theft and fraud. We encourage you to remain vigilant against incidents of identity theft by reviewing

your account statements regularly and keep a close eye on your credit card activity. Under U.S. law, you are entitled to one free credit report annually from each of the three major credit bureaus. To order a free credit report, visit [www.annualcreditreport.com](http://www.annualcreditreport.com) or call, toll-free, 1-877-322-8228. You may also contact the three major credit bureaus directly to request a free copy of their credit report.

**For more information.**

The security of your information is a priority for us. Should you have any questions about the content of this letter or ways you can better protect yourself from the possibility of identity theft, we encourage you to call the dedicated assistance line, staffed by professionals who are experienced in working through situations like this, at 1-833-215-3734 between 9:00 a.m. and 6:00 p.m. ET, Monday through Friday, excluding major holidays.

Sincerely,

A handwritten signature in black ink, appearing to read "Justin Martin". The signature is stylized and cursive.

Justin Martin  
Owner  
Island Outdoor, LLC

## PRIVACY SAFEGUARDS INFORMATION

### **Monitor Your Accounts**

**Credit Reports.** We encourage you to remain vigilant against incidents of identity theft and fraud by reviewing your account statements and monitoring your free credit reports for suspicious activity and to detect errors. Under U.S. law, you are entitled to one free credit report annually from each of the three major credit reporting bureaus. To order your free credit report, visit [www.annualcreditreport.com](http://www.annualcreditreport.com) or call, toll-free, 1-877-322-8228. You may also contact the three major credit bureaus directly to request a free copy of your credit report.

**Fraud Alerts.** 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. Should you wish to place a fraud alert, or should you have any questions regarding your credit report, please contact any one of the agencies listed below:

Equifax  
P.O. Box 105069  
Atlanta, GA 30348  
800-525-6285  
[www.equifax.com](http://www.equifax.com)

Experian  
P.O. Box 2002  
Allen, TX 75013  
888-397-3742  
[www.experian.com](http://www.experian.com)

TransUnion  
P.O. Box 2000  
Chester, PA 19106  
800-680-7289  
[www.transunion.com](http://www.transunion.com)

**Security Freeze.** 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. Fees vary based on where you live, but commonly range from \$3 to \$15. 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. In order to request a security freeze, you will need to supply your full name, address, date of birth, Social Security number, current address, all addresses for up to five previous years, email address, a copy of your state identification card or driver’s license, and a copy of a utility bill, bank or insurance statement, or other statement proving residence. 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  
[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/](http://www.experian.com/freeze/)

TransUnion  
P.O. Box 2000  
Chester, PA 19016  
1-888-909-8872  
[www.freeze.transunion.com](http://www.freeze.transunion.com)

### **Additional Information**

You can further educate yourself regarding identity theft, security freezes, fraud alerts, and the steps you can take to protect yourself against identity theft and fraud 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 encourages those who discover that their information has been misused to file a complaint with them. Instances of known or suspected identity theft should be promptly reported to law enforcement, the Federal Trade Commission, and your state Attorney General. **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). This notice has not been delayed as the result of a law enforcement investigation. **For Rhode Island residents**, the Rhode Island 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 2 Rhode Island residents may be impacted by this incident. You have the right to file and obtain a police report if you ever experience identity theft or fraud. **For New Mexico residents**, you have rights pursuant to the Fair Credit Reporting

Act, such as the right to be told if information in your credit file has been used against you, the right to know what is in your credit file, the right to ask for your credit score, and the right to dispute incomplete or inaccurate information. Further, pursuant to the Fair Credit Reporting Act, the consumer reporting agencies must correct or delete inaccurate, incomplete, or unverifiable information; consumer reporting agencies may not report outdated negative information; access to your file is limited; you must give your consent for credit reports to be provided to employers; you may limit “prescreened” offers of credit and insurance you get based on information in your credit report; and you may seek damages from violator. You may have additional rights under the Fair Credit Reporting Act not summarized here. Identity theft victims and active duty military personnel have specific additional rights pursuant to the Fair Credit Reporting Act. We encourage you to review your rights pursuant to the Fair Credit Reporting Act by visiting [www.consumerfinance.gov/f/201504\\_cfpb\\_summary\\_your-rights-under-fcra.pdf](http://www.consumerfinance.gov/f/201504_cfpb_summary_your-rights-under-fcra.pdf), or by writing Consumer Response Center, Room 130-A, Federal Trade Commission, 600 Pennsylvania Ave. N.W., Washington, D.C. 20580.