



MAKEUP GEEK, LLC
3530 Wayland Dr.
Jackson, MI 49202
517-962-4749

January 29, 2018

Re: Notice of Data Breach

Dear Makeup Geeks,

I write on behalf of Makeup Geek regarding a cyber security incident potentially impacting your information.

What Happened On December 18, 2017, Makeup Geek became aware of suspicious code on the makeupgeek.com website. In response, Makeup Geek immediately brought in an outside cybersecurity firm to investigate the code. After forensic analysis, it was determined that a computer hacker had managed to insert a hidden piece of malicious code into Makeup Geek's customer-facing web portal, which was able to intercept information as it was being entered by means of a form of keystroke logging. It appears that this malicious code was inserted by the hacker on December 4, 2017. This malicious code was eliminated on December 19, 2017. You are receiving this notice because you visited Makeup Geek's website between December 4 and December 19, and so any information that you entered on the website during that time period may have been intercepted by the hacker.

What Information Was Involved Because the malware in question was designed to capture data at the very moment of its entry, any information that you entered between December 4 and December 18 was potentially intercepted. This may have included your name, address, email address, and credit and/or debit card information.

What We Are Doing We take the security of your personal information very seriously. We have removed the malicious code and implemented additional security measures to prevent future similar incidents. We are providing notice to all customers who visited our website between December 4 and 19, so that they can take steps to protect against possible fraud, should they feel that it is necessary to do so. We are also notifying required state regulators and credit reporting agencies about this incident.

What You Can Do In addition to enrolling in the complimentary credit monitoring discussed above, we recommend that you remain vigilant for incidents of fraud and identity theft by reviewing account statements, monitoring your credit reports, and reporting suspected incidents of theft. Please see the enclosed *Steps You Can Take to Protect Against Identity Theft and Fraud*, which provides additional steps you can take to protect against fraud and identity theft. We also recommend that you change the password that you use at makeupgeek.com, and take other steps to protect online accounts for which you use the same login and password.

For More Information: We deeply regret that this incident occurred and apologize for any inconvenience that this may cause you. The security of your information is important to Makeup Geek. Please be assured that we are enhancing our security procedures and practices to minimize the risk of such an event reoccurring. We greatly appreciate your understanding. Please contact

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our Customer Interest Department at 877-207-1168 or cid@makeupgeek.com with any questions or concerns.

Very truly yours,

A handwritten signature in black ink, reading "Marlena Stell". The signature is fluid and cursive, with the first name "Marlena" and the last name "Stell" clearly distinguishable.

Marlena Stell CEO, Makeup Geek

Enclosure

STEPS YOU CAN TAKE TO PROTECT AGAINST IDENTITY THEFT AND FRAUD

We encourage you to remain vigilant against identity theft and fraud and seek to protect against possible identity theft or other financial loss by regularly reviewing your financial account statements for any charges you did not make. We also encourage you to notify your financial institutions of this data security event to seek advice regarding protecting your accounts.

We also suggest that you carefully review your credit reports. You may obtain a free copy of your credit report from each company listed below once every 12 months by requesting your report online at www.annualcreditreport.com, calling toll-free 1-877-322-8228, or mailing an Annual Credit Report Request Form (available at www.annualcreditreport.com) to: Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA, 30348-5281. You may also contact the three major credit bureaus directly to request that a free copy of your credit report be sent to you for your review:

Equifax	Experian	TransUnion
PO Box 10581	PO Box 105281	www.transunion.com
Atlanta, GA 30348	Atlanta, GA	800-680-7289
www.equifax.com	30348-5281	
888-766-0008	www.experian.com	
	888-397-3742	

You may be required to provide your full name, address, social security number, date of birth, copy of driver's license and/or a utility bill bearing your address with your request for a credit report.

Review your credit reports carefully, and look for accounts you did not open and inquiries from creditors that you did not initiate. If you see anything on the report that you do not understand, call the credit reporting agency at the telephone number on the report. Even if you do not find any suspicious activity on your initial credit reports, the Federal Trade Commission ("FTC") recommends that you check your credit reports periodically. Thieves may hold stolen information to use at different times. Checking your credit reports periodically can help you spot problems and address them quickly.

If you find suspicious activity on your credit report, or if you believe that you are the victim of identity theft, call your local police or sheriff's office and file a police report of identity theft. **For residents of Massachusetts and West Virginia**, you have the right to obtain a police report if you are a victim of identity theft. The FTC also encourages those who discover that their information has been misused to file a complaint with them. Instances of known or suspected identity theft should also be reported to law enforcement. Also consider contacting your state attorney general and/or the FTC to obtain additional information about avoiding identity theft and about steps you can take to protect yourself:

Federal Trade Commission, Consumer Response Center, 600 Pennsylvania Avenue NW, Washington, DC 20580; 1-877-IDTHEFT (1-877-438-4338); www.ftc.gov/idtheft

State Attorneys General: Information on how to contact your state attorney general may be found at www.naag.org/naag/attorneys-general/whos-my-ag.php. **For Maryland residents**, the Attorney General can be reached at: 200 St. Paul Place, Baltimore, MD, 21202; 1-888-743-0023 and 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. **For Rhode Island Residents**, the Rhode Island Attorney General may be contacted at: Rhode Island Attorney General's Office, 150 South Main St., Providence, RI 02903, <http://www.riag.ri.gov>. Approximately 5 Rhode Island residents may have been affected by this incident.

At no charge, you can have the credit bureaus place a "fraud alert" on your file. A fraud alert tells creditors to contact you before they open any new accounts or change your existing accounts. Please note, however, that because a fraud alert tells creditors to follow certain procedures to protect an individual's credit, it may also delay the 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. The initial fraud alert stays on your credit report for 90 days. You can renew it after 90 days.

You may also place a security freeze on your credit reports **and for Massachusetts and West Virginia residents**, if you are a victim of identity theft, you have the right to place a security freeze on your credit report. A security freeze prohibits a credit bureau from releasing any information from a consumer's credit report without the consumer's written authorization. Placing a security freeze on your credit report may delay, interfere with, or prevent the timely approval of any request you make for new loans, credit cards, mortgages, employment, housing or other services. You will need to place a security freeze separately with each of the three major credit bureaus listed above if you wish to place the freeze on all of their credit files. To place a security freeze on your credit report, you need to send a request to a consumer reporting agency by certified mail, overnight mail, or regular stamped mail. 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 complain 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 consumer reporting agency may charge a fee of up to \$5.00 to place a freeze or lift or remove a freeze, unless you are a victim of identity theft, and you have submitted a valid police report relating to the identity theft incident to the consumer reporting agency.

To find out more about how to place a security freeze, you can use the following contact information:

Equifax Security Freeze	Experian Security Freeze	TransUnion
PO Box 105788	PO Box 9554	PO Box 2000
Atlanta, GA 30348	Allen, TX 75013	Chester, PA 19016
www.freeze.equifax.com	www.experian.com/freeze/center.html	www.transunion.com/securityfreeze
800-685-1111	888-397-3742	800-680-7289

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, or by writing Consumer Response Center, Room 130-A, Federal Trade Commission, 600 Pennsylvania Ave. N.W., Washington, D.C. 20580.

This notice has not been delayed by law enforcement.