



June 6, 2017

NOTICE OF DATA BREACH:
UNAUTHORIZED DISCLOSURE OF YOUR PERSONAL
INFORMATION

On April 11, 2017, Onia's e-commerce service provider, Acadaca, LLC ("Acadaca") discovered evidence of malicious code on all pages of Onia's website. The incident was immediately reported to Acadaca's Security Team, and the malicious code was removed within hours. Acadaca began an investigation into the unauthorized access to Onia's system as soon as it became aware of the incident.

Acadaca has determined that the malware was present on Onia's website from November 12, 2016 to April 11, 2017. Consequently, the malware was able to capture personal and financial information related to e-commerce transactions using Onia's checkout process. The security of your personal and financial information may be at risk as a result of this incident.

Although we have no evidence that your personal and/or financial information has been misused, we wanted to notify you as quickly as possible so that you could take action to protect yourself against identity theft and fraud.

The personal and financial information of Onia customers was among the information accessed, including: (1) first and last name; (2) address; (3) email address; (4) telephone number; and (5) credit card number, expiration date, and CVV (the three digit security code found on the back side of your credit card). We sincerely regret that this incident occurred, and we apologize for any inconvenience or concern it may cause you. We are committed to protecting your private information, and want to assure you that we are working with Acadaca to determine the root cause of this incident. We are also reviewing both Acadaca's and our own security procedures and practices to minimize the risk of recurrence. Acadaca has reported this incident to the Federal Bureau of Investigation and Onia has notified the applicable state agencies.

To protect yourself from the possibility of identity theft, we recommend that you take the following action immediately:

Step 1. Closely monitor your financial accounts and credit reports for any incidents of fraud or identity theft. If you see any unauthorized activity, promptly contact your financial institution. You can also report suspected incidents of identity theft to local law enforcement, your state Attorney General, and the Federal Trade Commission (FTC), at 1-877-ID-THEFT (1-877-438-4338) or <http://www.consumer.gov/idtheft> or Federal Trade Commission, 600 Pennsylvania Avenue, NW, Washington, DC 20580.

Step 2. As a precautionary step, we recommend that you immediately place a 90-day fraud alert on your bank accounts and credit file. A fraud alert tells creditors to contact you before they open any new accounts or change your existing accounts. Call any one of the three major credit bureaus listed below. As soon as one credit bureau confirms your fraud alert, the others are notified to place fraud alerts. All three credit reports will be sent to you, free of charge, for your review.

Equifax

800-525-6285

<https://www.alerts.equifax.com> Equifax

Credit Information Services, Inc.

P.O. Box 740241

Atlanta, GA 30374

Experian

888-397-3742 <https://www.experian.com>

PO Box 9532

Allen TX, 75013

TransUnionCorp

800-680-7289

<https://www.transunion.com> TransUnion

Fraud Victim Assistance Department

P.O. Box 6790

Fullerton, CA 92834

Step 3. If you believe that your identity has been stolen, we recommend that you consider placing a credit/security freeze on your credit report. Placing a freeze on your credit report will prevent lenders and others from accessing your credit reports in response to a new credit application. With a freeze in place, even you will need to take special steps when you wish to apply for any type of credit. You will need to place a credit freeze separately with each of the three major credit reporting companies if you want the freeze on all of your credit files. A freeze remains on your credit file until you remove it or choose to lift it temporarily when applying for credit. There may be a fee for this service based on state law.

For additional information, and pricing details, visit the credit bureaus at:

Equifax https://www.freeze.equifax.com/Freeze/jsp/SFF_PersonalIDInfo.jsp

Experian <https://www.experian.com/blogs/ask-experian>

TransUnionCorp <https://www.transunion.com/credit-freeze>

Even if you do not find any suspicious activity on your initial credit reports, the FTC recommends that you check your credit reports periodically. Under federal law, you are entitled to one free copy of your credit report every 12 months from each of the three nationwide credit reporting agencies. You may obtain a free copy of your credit report by going to www.annualcreditreport.com or by calling (877) 322-8228.

For more information on identity theft, you may visit the FTC's Web site, at www.consumer.gov/idtheft. Additionally,

- Rhode Island residents may visit the website of the Rhode Island Attorney General at <http://www.riag.ri.gov/ConsumerProtection/About.php#> or contact the Attorney General's Consumer Protection Unit at 401-274-4400. Additionally, if you believe your identity has been stolen or used without your permission, contact your local police department to file a report. The report may be filed in the location in which the offense occurred, or the city or county in which you reside. When you file the report, provide as much documentation as possible, including copies of debt collection letters, credit reports, and your notarized ID Theft Affidavit;
- Maryland residents may visit the website of the Maryland Attorney General at <http://www.marylandattorneygeneral.gov/Pages/IdentityTheft/default.aspx> or (410) 576-6491 or 200 St. Paul Place 16th Floor, Baltimore, MD 21202;
- North Carolina residents may visit the website of the North Carolina Attorney General at <http://www.ncdoj.gov/Help-for-Victims/ID-Theft-Victims.aspx> or 919-716-6400 or 9001 Mail Service Center, Raleigh, NC 27699-9001.

We want to be sure all affected individuals receive immediate access to information about this incident and access to tools that can help protect identify theft or fraud. If you have any questions or would like additional information, please contact Carl at 646-701-0008 or Carl@onia.com. Onia values our customers' privacy, and is committed to protecting their personal and financial information.. We sincerely regret that this incident occurred, and any inconvenience or concern it may cause you.

Sincerely,

Carl Cunow
8 East 41st Street, 5th Floor, New York, NY 10017