



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

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

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

Notice of Data Breach

We are writing to inform you of a recent security incident that involved some of your personal information.

What Happened?

We recently discovered that The Honest Kitchen experienced an unauthorized network intrusion. As a result of this intrusion, some customers' information was exposed. Based on our investigation to date, we believe unauthorized access was gained to our network on November 30, 2016. The protection of our customers' personal information is incredibly important to us. Upon discovering this attack, we took immediate action to protect customer information.

What Information Was Involved?

Based on our initial investigation, we know that name, email, address and payment card information (including card number, CID, and expiration date) were exposed<<ClientDef1>> <<ClientDef2>>

What Are We Doing?

Upon discovery, we launched an immediate investigation into the intrusion. We are working with a leading independent cybersecurity firm to investigate the intrusion and remediate our systems. In addition, we have implemented additional safeguards to help prevent against future incidents. We also notified the FBI and will work with them in any investigation of the incident; however, our notice to you has not been delayed as a result of any law enforcement investigation.

In addition, we have taken steps to provide notice of this incident to credit card processors. Your credit card issuing bank may contact you to verify charges if it detects any unusual activity, or to replace your credit card. Also, even though this incident did not involve your Social Security number, we are offering a complimentary 12-month membership to identity monitoring services provided by Kroll, to help alleviate any concerns you may have.

What You Can Do

Please be sure to review the enclosed "Additional Resources" section included with this letter. This section describes some additional steps you can take to help protect yourself (such as obtaining a copy of your credit report, or placing a security freeze on your credit report) and provides important contact information for the Federal Trade Commission, other law enforcement agencies, and credit reporting agencies.

In addition, we recommend you consider the following:

- **Contact Your Credit Card Issuer.** While we have taken steps to notify credit card processors, we recommend that you also immediately notify your credit card issuing bank and follow its advice with regard to your credit card.
- **Regularly Review Your Financial Statements.** We recommend you remain vigilant by regularly reviewing your credit card and bank account statements, and immediately alert your credit card issuing bank of any suspicious charges. This is one of the most important steps that you can take to detect and prevent any unauthorized use of your credit card number.

- **Signup for Complimentary Identity Monitoring Services.** Although this incident didn't include your Social Security number, we're offering **complimentary** 12-month membership to identity monitoring services provided by Kroll. For more information about Kroll's services, please see the enclosed attachment. To sign up for Kroll's services (at no cost to you):

Enroll at: **kroll.idmonitoringservice.com**

Membership Number: <<Member ID>>

*You have until **May 26, 2017** to activate your identity monitoring services.*

- **Be Aware of online "Phishing" Schemes.** You should also always be on the lookout for phishing schemes – emails where fraudsters pose as legitimate companies in order to trick people into disclosing personal information or clicking a link that causes the installation of malware. Any email correspondence we may send regarding this matter will not contain any clickable hyperlinks and will not ask you to reply with personal information. Never provide sensitive information to unsolicited requests claiming to come from us, your bank, or other organizations.

For More Information

We sincerely regret that this incident happened, and will continue to put the right measures in place to maintain the security of your information. We take full responsibility for the privacy of our customers' information and our team is working hard to rectify this situation. If you have any questions or other concerns about this matter, please don't hesitate to contact us at:

- Email: security@thehonestkitchen.com
- Phone: 1-855-656-6590

Sincerely,



Lucy Postins
Founder and CEO

Additional Resources

Obtain a Free Credit Report. We also recommend you remain vigilant by obtaining and reviewing your credit report. You may request a free copy of your U.S. credit report once every 12 months by visiting www.annualcreditreport.com or by calling 1-877-322-8228 toll free. You can print a copy of the request form at <https://www.consumer.ftc.gov/articles/pdf-0093-annual-report-request-form.pdf>. You should review this for any information that is not accurate.

Information on Credit Report Fraud Alerts. You also may place a fraud alert on your 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. As soon as one credit bureau confirms your fraud alert, the others are notified to place fraud alerts.

	Equifax	Experian	TransUnion
Phone	1-800-525-6285 or 1-888-766-0008	1-888-397-3742	1-800-680-7289
Address	Equifax Consumer Fraud Division PO Box 740256 Atlanta, GA 30374	Experian Fraud Division P.O. Box 9554 Allen, TX 75013	TransUnion LLC P.O. Box 2000 Chester, PA 19016
Online Credit Report Fraud Alert Form	https://www.alerts.equifax.com/AutoFraud_Online/jsp/fraudAlert.jsp	https://www.experian.com/fraud/center.html	https://fraud.transunion.com/fa/fraudAlert/landingPage.jsp

Place a Security Freeze on Your Account. In addition to a fraud alert, you may also have a security freeze placed on your credit file. A security freeze will block a credit bureau from releasing information from your credit report without your prior written authorization. Please be aware that a security freeze may delay, interfere with, or prevent the timely approval of any requests you make for new loans, mortgages, employment, housing or other services. The fees for placing a security freeze vary by state, and a consumer reporting agency may charge a fee of up to \$10.00 to place a freeze or lift or remove a freeze. To place a security freeze on your credit report, you may send a written request to each of the major consumer reporting agencies by regular, certified, or overnight mail. You can also place security freezes online by visiting each consumer reporting agency online.

	Equifax	Experian	TransUnion
Address	Equifax Security Freeze P.O. Box 105788 Atlanta, Georgia 30348	Experian Security Freeze P.O. Box 9554 Allen, TX 75013	TransUnion LLC P.O. Box 2000 Chester, PA 19016
Online Security Freeze Form	https://www.freeze.equifax.com/Freeze/jsp/SFF_PersonalIDInfo.jsp	https://www.experian.com/freeze/center.html	https://freeze.transunion.com/sf/securityFreeze/landingPage.jsp

Contact Law Enforcement.

If you believe you are the victim of identity theft, you should immediately contact your local law enforcement agency, your state's attorney general, or the Federal Trade Commission.

Federal Trade Commission. If your personal information has been misused, visit the FTC's site at IdentityTheft.gov to get recovery steps and to file an identity theft complaint. You can also call 1-877-ID-THEFT (877-438-4338) or write to Federal Trade Commission at 600 Pennsylvania Avenue, NW, Washington, DC 20580 for additional guidance. Your complaint will be added to the FTC's Consumer Sentinel Network, where it will be accessible to law enforcement for their investigations.

State-Specific Information.

For residents of Maryland, North Carolina, and Rhode Island: For information on how to avoid identity theft or to contact your state's attorney general, please use the below information.

For residents of Rhode Island: Under Rhode Island law, you have the right to obtain a police report filed in regard to this incident. If you are the victim of identity theft, you also have the right to file a police report and obtain a copy of it.

Phone	Maryland Attorney General 1-410-576-6491	North Carolina Attorney General 1-877-566-7226 (within North Carolina) or 1-919-716-6000 (if outside North Carolina)	Rhode Island Attorney 1-401-274-4400
Email	ldtheft@oag.state.md.us	consumer@ncdoj.gov	consumers@riag.ri.gov
Address	Identity Theft Unit Attorney General of Maryland 200 St. Paul Place 16th Floor Baltimore, MD 21202	Consumer Protection Division Attorney General's Office Mail Service Center 9001 Raleigh, NC 27699-9001	Rhode Island Office of the Attorney General 150 South Main Street Providence, RI 02903
Website	https://www.oag.state.md.us/	http://www.ncdoj.gov	http://www.riag.ri.gov/



TAKE ADVANTAGE OF YOUR IDENTITY MONITORING SERVICES

You've been provided with access to the following services¹ from Kroll:

Credit Monitoring through TransUnion

You'll receive alerts when there are changes to your credit data—for instance, when a new line of credit is applied for in your name. If you do not recognize the activity, you'll have the option to call a Kroll fraud specialist, who can help you determine if it's an indicator of identity theft.

Fraud Consultation

You have unlimited access to consultation with a Kroll fraud specialist. Support includes showing you the most effective ways to protect your identity, explaining your rights and protections under the law, assistance with fraud alerts, and interpreting how personal information is accessed and used, including investigating suspicious activity that could be tied to an identity theft event.

Identity Theft Restoration

If you become a victim of identity theft, an experienced Kroll licensed investigator will work on your behalf to resolve related issues. You will have access to a dedicated investigator who understands your issues and will do most of the work for you. Your investigator can dig deep to uncover all aspects of the identity theft, and then work to resolve it.

¹ Kroll's activation website is only compatible with the current version or one version earlier of Internet Explorer, Chrome, Firefox, and Safari. To receive credit services, you must be over the age of 18 and have established credit in the U.S., have a Social Security number in your name, and have a U.S. residential address associated with your credit file.