

Townsend's

18th Century Reproduction Clothing & Accessories

June 5, 2017

Jon Townsend, President
Townsend's
P.O. Box 415
Pierceton, IN 46562-0415

SENT VIA U.S. POSTAL SERVICE TO:

[REDACTED]
[REDACTED]
[REDACTED]

Re: Possible Data Breach

Dear [REDACTED],

This letter is to inform you that Jas. Townsend & Son Inc. (Townsend's) received notification on April 28, 2017, from our credit card processor of a potential data breach that apparently occurred between January 9, 2017, and March 10, 2017. In accordance with relevant state law, Townsend's is providing this notification to customers whose information may have been accessed and/or acquired by unauthorized individuals as a result of the Incident.

THE INCIDENT AND OUR RESPONSE

The incident appears to have occurred as a result of an unauthorized party gaining access to certain customer data during data transfer to our credit card processor. The incident caused certain secured personal information, including name, address, credit and/or debit card account number, and credit and/or debit card security codes to be potentially exposed to unauthorized individuals. In response to the incident, Townsend's initiated an investigation into the circumstances surrounding it, and have taken remedial measures to prevent additional exposure. Specifically, immediately upon notification of the potential breach, Townsend's shut down and permanently quarantined our old website server. Since that action, we launched a new web site on a new server. This new web site utilizes increased security measures to ensure the integrity, security, and confidentiality of our customer data.

WHAT YOU SHOULD DO

We are making you aware of this security incident so that you may take remedial actions to protect yourself from credit card fraud and other forms of identity theft. Because financial account information may have been accessed or acquired during this attack, you may be at risk. We advise you to do the following:

- Check your credit card and/or debit card statements for any unusual or unexpected activity going back to January.
- Contact each of your credit card issuers to advise them that your account may have been compromised.
- Monitor your personal consumer reports in order to discover any attempts at identity theft. This may include placing a *temporary* fraud alert or "Security Freeze" on your credit profile, which alerts creditors to contact you before issuing new credit accounts.

You can monitor your consumer report or place a fraud alert on your credit profile by contacting any of the three credit reporting agencies listed below.

Equifax

PO Box 740241
Atlanta, GA 30374-0241
1-800-685-1111
www.equifax.com

Experian

P.O. Box. 2104
Allen, TX 75013
1-888-397-3742
www.experian.com

TransUnion

P.O. Box 2000
Chester, PA 19022
1-800-916-8800
www.transunion.com

When you review your credit report from any agency, you should pay special attention to accounts you did not open, inquiries from creditors you did not initiate, or anything else that seems odd or suspicious.

IF YOU SUSPECT IDENTITY THEFT

If you see any unusual activity on your credit card statement, contact your card issuer immediately and report the specifics. If there is anything on a credit report that you do not understand or recognize, do not hesitate to contact the credit reporting agency from which you received the report.

If after making these inquiries you believe that you may have been subjected to identity theft, you should contact your local police department and/or your state's Attorney General's Office and file an identity theft report. You should also obtain a copy of the police report for your own records to help clear up future credit report disputes related to this issue.

You may also want to request an *extended* fraud alert be placed on your credit profile. You may do this by contacting any of the three credit reporting agencies listed above. All fees will be waived for this service if you provide a copy of your identity theft report to the agency. Even if you do not find any initial signs of fraud on your credit reports, **we recommend that you remain vigilant in reviewing your account statements and credit reports** from at least one of the three major credit reporting agencies mentioned above. In addition, a free copy of your credit report is available every twelve months, and may be obtained online or by mailing the appropriate form, found at www.annualcreditreport.com, to the following address:

Annual Credit Report Request Service

P.O. Box 105281

Atlanta, GA 30348-5281

1-877-322-8228

www.annualcreditreport.com

For more information on identity theft, we suggest that you contact your state's Privacy Protection, Consumer Affairs, or Attorney General's Office, or other similar state agency. You may also contact the Federal Trade Commission at 1-877-ID-THEFT (1-877-438-4338); TTY: 1-866-653-4261, 600 Pennsylvania Avenue, NW, Washington, DC 20580 or <http://identitytheft.gov>.

We take the security and confidentiality of your information very seriously, and we deeply regret any inconvenience this attack may cause. If Townsends can answer any questions regarding this incident, including the specific credit or debit card account(s) suspected to be affected, please contact our dedicated Customer Care Department:

Townsends

Customer Care Department

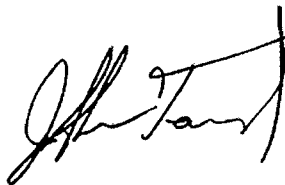
PO Box 415

Pierceton, IN 46562-0415

800-388-1665

Email: customer.care@townsends.us

Very Truly Yours,
Townsends

A handwritten signature in black ink, appearing to read 'Jon Townsend', with a stylized flourish at the end.

Jon Townsend
President