



ASOS US Sales LLC
97N 10th Street
Brooklyn NY 11249
United States

August 21, 2026

[NAME]
[ADDRESS]
[EMAIL]

Re: Notice of data breach from ASOS US Sales LLC

Dear [NAME],

I'm writing on behalf of ASOS US Sales LLC and our affiliate, ASOS.com Limited, to let you know that information associated with your ASOS account may have been accessed by an unauthorised third party. I'm writing to let you know what happened, what information was involved, what we've done to protect your privacy, and what steps you can take.

What happened. On Tuesday, July 28, 2026, we detected unusual activity involving your ASOS account and immediately began an investigation. On Wednesday, July 29, 2026, we confirmed that an unauthorized third party may have gained access to your account using login credentials obtained from a source outside ASOS. We have since secured your account and are contacting you because information associated with your account may have been affected.

What information was involved. There may have been unauthorized access to information associated with your account, possibly including information about your name; email address; delivery or billing address, telephone number; redacted payment card details (cardholder name, last four digits of payment card, and expiration date), details of associated social media accounts (but *not* login credentials), and date of birth.

What we did. On July 29, our security operations team blocked access to your account and imposed a mandatory password reset. We emailed you on Thursday, July 30, to notify you that you would need to reset your passwords.

For the small number of accounts where we saw evidence of suspicious transactions, either the transactions were blocked automatically, or our fraud personnel canceled them manually. We have seen no additional unauthorized activity since we took these steps.

ASOS US Sales LLC
Registered office: 300 Creek View Road, Suite 209, Newark DE 19711 No. 5476654
State ID: B20260039235 (California) 17103489 (Georgia) 4528246 (New York)





Next steps. We suggest you monitor your payment account activity and statements for anything unusual. There are a number of other resources available as well.

The three major credit reporting bureaus, Equifax, Experian, and TransUnion provide free services that may assist you. Under federal law, you are entitled to one free credit report annually from each of them. A free credit report lets you check whether:

- Someone has opened accounts or taken loans in your name;
- There are unfamiliar credit cards, addresses, or searches on your file;
- Your personal details are being used fraudulently; and/or
- Your credit score or history has changed unexpectedly.

To order a free credit report, visit www.annualcreditreport.com or call, toll-free, 1-877-322-8228.

You may also contact the credit bureaus to place a fraud alert or credit freeze on your credit file at no charge under federal law. A fraud alert is a 1-year (or longer) alert on your credit file that requires businesses to take added steps to verify your identity before extending new credit. A credit freeze prevents a credit bureau from releasing information about your credit history without your consent. You should know, however, that using a credit freeze to take control over who gets access to personal and financial information in your credit report may delay, interfere with, or prohibit the timely approval of a later request or application for a new loan, credit, mortgage, or any other credit account.

Please know that ASOS takes your privacy seriously and regrets any inconvenience caused by this incident. If you have any questions about this incident or we can help you in any way, please reach out to us at:

ASOS US Sales LLC
97N 10th Street
Brooklyn NY 11249
United States

<https://www.asos.com/us/customer-care/get-in-touch/>

ASOS US Sales LLC

Registered office: 300 Creek View Road, Suite 209, Newark DE 19711 No. 5476654
State ID: B20260039235 (California) 17103489 (Georgia) 4528246 (New York)





Additional information

Federal Trade Commission

The Federal Trade Commission encourages those who discover that their information has been misused to file a complaint. For more information:

1-877-ID-THEFT / 1-877-438-4338

www.identitytheft.gov

TTY: 1-866-653-4261

600 Pennsylvania Avenue NW, Washington, D.C. 20580

For information on your rights under the Fair Credit Reporting Act:

www.consumerfinance.gov/f/201504_cfpb_summary_your-rights-under-fcra.pdf

Consumer Response Center, Room 130-A

Federal Trade Commission 600 Pennsylvania Ave. N.W.

Washington, D.C. 20580

Credit reporting agencies

Equifax 1-888-298-0045

<https://www.equifax.com/personal/credit-report-services/>

Equifax Fraud Alert, P.O. Box 105069, Atlanta, GA 30348-5069;

Equifax Credit Freeze, P.O. Box 105788, Atlanta, GA 30348-5788.

Experian 1-888-397-3742

<https://www.experian.com/help/>

Experian Fraud Alert, P.O. Box 9554, Allen, TX 75013

Experian Credit Freeze, P.O. Box 9554, Allen, TX 75013.

TransUnion 1-800-916-8800

<https://www.transunion.com/credit-help>

TransUnion Fraud Alert, P.O. Box 2000, Chester, PA 19016

TransUnion Credit Freeze, P.O. Box 160, Woodlyn, PA 19094

State-specific information

California. This notice was not delayed by law enforcement.

ASOS US Sales LLC

Registered office: 300 Creek View Road, Suite 209, Newark DE 19711 No. 5476654

State ID: B20260039235 (California) 17103489 (Georgia) 4528246 (New York)

