



P.O. Box 989728  
West Sacramento, CA 95798-9728

<<FIRST NAME>> <<LAST NAME>>  
<<ADDRESS1>>  
<<ADDRESS2>>  
<<CITY>>, <<STATE>> <<ZIP>>  
<<Country>>

March 29, 2023

Re: Notice of Data <<Breach or Security Incident>>

Dear <<FIRST NAME>> <<LAST NAME>>:

Svanaco, Inc. d/b/a Americaneagle.com (“Americaneagle.com”) is writing to notify you of a data security incident relating to your purchase made through the online store, <https://www.nueskes.com>, which may have involved your payment card information.<sup>1</sup> Americaneagle.com and Nueske’s take the privacy and security of all information in their possession very seriously. Please read this letter carefully as it contains information regarding the incident and steps that you can take to help protect your information.

**Who is Americaneagle.com?** Svanaco, Inc. d/b/a Americaneagle.com (“Americaneagle.com”) is a web design, development, and digital marketing agency that builds and hosts Thousands of Websites and many e-commerce platforms. Americaneagle.com does not sell any products directly to consumers and is not the clothing company you may be familiar with. Instead, they have developed the web platform for you to purchase from your favorite brands.

**What Happened?** On November 16, 2022, Americaneagle.com was alerted to unusual activity involving the online store it hosts on AmericanEagle.com servers for <https://www.nueskes.com>. Upon learning of this activity, Americaneagle.com took immediate steps to further secure the online store and associated customer information. Americaneagle.com also promptly engaged a nationally-recognized digital forensics and incident response firm to conduct an independent forensic investigation in an effort to determine what happened and whether customer payment card information had been accessed or acquired without authorization. As a result of that investigation, on March 1, 2023, Americaneagle.com learned an unauthorized actor leveraged an AmericanEagle employee’s compromised credentials to access and install malicious code on the <https://www.nueskes.com> website, which was designed to capture information associated with payment cards processed between July 25, 2022 and December 9, 2022.

**What Information was Involved?** The potentially impacted information includes names, payment card numbers, expiration dates, and security codes.

**What Are We Doing?** As soon as Americaneagle.com discovered this incident, Americaneagle.com took the steps described above. In addition, Americaneagle.com reported the incident to the various payment card brands as well as law enforcement in an effort to protect potentially impacted information and prevent fraudulent activity. Further, in order to reduce the likelihood of a similar incident occurring in the future, Americaneagle.com has implemented measures to enhance the security of all hosted e-commerce platforms. Americaneagle.com is also providing you with information about steps that you can take to help protect your personal information.

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<sup>1</sup>Americaneagle.com is a web design, development, and digital marketing agency that built and hosts the e-commerce platform belonging to Nueske's, from which you made a credit / debit card purchase.

**What You Can Do:** You can follow the recommendations provided on the following page to help protect your personal information. Americaneagle.com also recommends that you review your current and past credit and debit card account statements for discrepancies or unusual activity. If you see anything that you do not understand or that looks suspicious, or if you suspect that any fraudulent transactions have taken place, you should call the bank that issued the credit or debit card immediately.

**For More Information:** Further information about how to protect your personal information appears on the following page. If you have questions or need assistance, please call IDX at (833) 753-4471 from 8:00 A.M. to 8:00 P.M. Central Time, Monday through Friday (excluding holidays). IDX call center representatives are fully versed on this incident and can answer any questions that you may have.

Please accept my sincere apologies and know that Americaneagle.com takes this matter very seriously and deeply regrets any worry or inconvenience that this may cause you.

Sincerely,

A handwritten signature in black ink, appearing to read "Mike Svanascini". The signature is fluid and cursive, with the first name "Mike" and last name "Svanascini" clearly distinguishable.

Mike Svanascini, CEO  
Svanaco, Inc d/b/a Americaneagle.com

## STEPS YOU CAN TAKE TO HELP PROTECT YOUR INFORMATION

**Review Your Account Statements and Notify Law Enforcement of Suspicious Activity:** As a precautionary measure, we recommend that you remain vigilant by reviewing your account statements and credit reports closely. If you detect any suspicious activity on an account, you should promptly notify the financial institution or company with which the account is maintained. You also should promptly report any fraudulent activity or any suspected incidence of identity theft to proper law enforcement authorities, your state attorney general, and/or the Federal Trade Commission (FTC).

**Request a Copy of Your Credit Report:** You may obtain a free copy of your credit report from each of the three major credit reporting agencies once every 12 months by visiting <https://www.annualcreditreport.com>, calling toll-free 1-877-322-8228, or by completing an Annual Credit Report Request Form and mailing it to Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348. You also can contact one of the following three national credit reporting agencies:

**Equifax**

P.O. Box 105851  
Atlanta, GA 30348  
1-800-525-6285  
[www.equifax.com](http://www.equifax.com)

**Experian**

P.O. Box 9532  
Allen, TX 75013  
1-888-397-3742  
[www.experian.com](http://www.experian.com)

**TransUnion**

P.O. Box 1000  
Chester, PA 19016  
1-800-916-8800  
[www.transunion.com](http://www.transunion.com)

**Place a Fraud Alert:** You may want to consider placing a fraud alert on your credit report. An initial fraud alert is free and will stay on your credit file for at least one year. The alert informs creditors of possible fraudulent activity within your report and requests that the creditor contact you prior to establishing any accounts in your name. To place a fraud alert on your credit report, contact any of the three credit reporting agencies identified above. Additional information is available at <https://www.annualcreditreport.com>.

**Put a Security Freeze:** You have the right to put a security freeze on your credit file for up to one year at no cost. This will prevent new credit from being opened in your name without the use of a PIN number that is issued to you when you initiate the freeze. A security freeze is designed to prevent potential creditors from accessing your credit report without your consent. As a result, using a security freeze may interfere with or delay your ability to obtain credit. You must separately place a security freeze on your credit file with each credit reporting agency. In order to place a security freeze, you may be required to provide the consumer reporting agency with information that identifies you, including your full name, Social Security Number, date of birth, current and previous addresses, a copy of your state-issued identification card, and a recent utility bill, bank statement or insurance statement.

**Additional Free Resources:** You can obtain information from the consumer reporting agencies, the FTC, or from your respective state Attorney General about fraud alerts, security freezes, and steps you can take toward preventing identity theft. You may report suspected identity theft to local law enforcement, including to the FTC or to the Attorney General in your state.

**Federal Trade Commission (FTC)**

600 Pennsylvania Ave, NW  
Washington, DC 20580  
[consumer.ftc.gov](http://consumer.ftc.gov), and  
[www.ftc.gov/idtheft](http://www.ftc.gov/idtheft)  
1-877-438-4338

**Maryland Attorney General**

200 St. Paul Place  
Baltimore, MD 21202  
[marylandattorneygeneral.gov](http://marylandattorneygeneral.gov)  
1-888-743-0023

**New York Attorney General**

Bureau of Internet and Technology  
Resources  
28 Liberty Street  
New York, NY 10005  
1-212-416-8433

**North Carolina Attorney General**

9001 Mail Service Center  
Raleigh, NC 27699  
[ncdoj.gov](http://ncdoj.gov)  
1-877-566-7226

**Rhode Island Attorney General**

150 South Main Street  
Providence, RI 02903  
<http://www.riag.ri.gov>  
1-401-274-4400

**Washington D.C. Attorney  
General**

441 4th Street, NW  
Washington, DC 20001  
[oag.dc.gov](http://oag.dc.gov)  
1-202-727-3400

**You also have certain rights under the Fair Credit Reporting Act (FCRA):** These rights include to know what is in your file; to dispute incomplete or inaccurate information; to have consumer reporting agencies correct or delete inaccurate, incomplete, or unverifiable information; as well as other rights. For more information about the FCRA and your rights pursuant to the FCRA, please visit <https://www.consumer.ftc.gov/articles/pdf-0096-fair-credit-reporting-act.pdf>.