



BULK REEF SUPPLY

February 17, 2015

Return Mail Processing Center
P.O. Box 265
Claysburg, PA 16625



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ANYTOWN, US 12345-6789



***RE: Important Security and Protection Notification
Please read this entire letter.***

Dear Sample A Sample:

We are contacting you about a data security incident that occurred at BulkReefSupply.com ("BRS"). While the investigation is ongoing, it has been determined that the security of some data for some customers who logged into the website from July 30, 2014 until January 30, 2015 may have been compromised. The outside cyber hacker intrusion was initially discovered on January 21, 2015 and the data compromise was contained and corrected on January 22, 2015. Further corrective action occurred on January 30th. This incident involved some customer's name, address, telephone number, email address/user name, password and credit card information. The information DID NOT include SSN, personal health information or Fed ID. As a result, some customer's personal information may have been potentially exposed to others. Please be assured that we have taken every step necessary to address the incident, and that we are committed to fully protecting all of the information that you have entrusted to us.

As soon as BRS discovered this potential issue, a forensic expert company was retained and the intrusion was isolated and stopped. Forensic analysis was performed and it was confirmed that the problem was corrected. Besides immediately securing the site and information in question, BRS added additional protections to the locations of the personal information and put monitoring measures in place to insure this attack has been stopped and will not occur in the future. BRS is confident that the risk of any potential future or ongoing breach has been mitigated. BRS has also notified law enforcement and provided it with all the information about this intrusion.

What we are doing to protect your information:

To help protect your identity, we are offering a **complimentary** one-year membership of Experian's[®] ProtectMyID[®] Alert. This product helps detect possible misuse of your personal information and provides you with superior identity protection support focused on immediate identification and resolution of identity theft.

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(OVER PLEASE)

Activate ProtectMyID Now in Three Easy Steps

1. ENSURE That You Enroll By: **May 31, 2015** (Your code will not work after this date.)
2. VISIT the **ProtectMyID Web Site to enroll: www.protectmyid.com/alert**
3. PROVIDE Your Activation Code: **ABCDEFGHIJKL**

If you have questions or need an alternative to enrolling online, please call (877) 297-7780 and provide Engagement #: **PC99999**.

Additional details regarding your 12-MONTH ProtectMyID Membership:

A credit card is not required for enrollment.

Once your ProtectMyID membership is activated, you will receive the following features:

- ◆ **Free copy of your Experian credit report**
- ◆ **Surveillance Alerts for:**
 - **Daily Bureau Credit Monitoring:** Alerts of key changes & suspicious activity found on your Experian credit report.
- ◆ **Identity Theft Resolution & ProtectMyID ExtendCARE:** Toll-free access to US-based customer care and a dedicated Identity Theft Resolution agent who will walk you through the process of fraud resolution from start to finish for seamless service. They will investigate each incident; help with contacting credit grantors to dispute charges and close accounts including credit, debit and medical insurance cards; assist with freezing credit files; contact government agencies.
 - It is recognized that identity theft can happen months and even years after a data breach. To offer added protection, you will receive ExtendCARE™, which provides you with the same high-level of Fraud Resolution support even after your ProtectMyID membership has expired.
- ◆ **\$1 Million Identity Theft Insurance*:** Immediately covers certain costs including, lost wages, private investigator fees, and unauthorized electronic fund transfers.

Once your enrollment in ProtectMyID is complete, you should carefully review your credit report for inaccurate or suspicious items. If you have any questions about ProtectMyID, need help understanding something on your credit report or suspect that an item on your credit report may be fraudulent, please contact Experian's customer care team at 877-297-7780.

What you can do to protect your information: There are additional actions you can consider taking to reduce the chances of identity theft or fraud on your account(s). Please refer to the final page of this letter.

You should also change your BRS account password for additional protection.

We sincerely apologize for this incident, regret any inconvenience it may cause you and encourage you to take advantage of the product outlined herein. Should you have questions or concerns regarding this matter and/or the protections available to you, please do not hesitate to contact us at 763-432-9691 or go to www.bulkreefsupply.com

Sincerely,



Andrew Duneman

President

BulkReefSupply.com.

* Identity theft insurance is underwritten by insurance company subsidiaries or affiliates of AIG. The description herein is a summary and intended for informational purposes only and does not include all terms, conditions and exclusions of the policies described. Please refer to the actual policies for terms, conditions, and exclusions of coverage. Coverage may not be available in all jurisdictions.

ADDITIONAL ACTIONS TO HELP REDUCE YOUR CHANCES OF IDENTITY THEFT

⇒ PLACE A 90-DAY FRAUD ALERT ON YOUR CREDIT FILE

An **initial 90-day security alert** indicates to anyone requesting your credit file that you suspect you are a victim of fraud. When you or someone else attempts to open a credit account in your name, increase the credit limit on an existing account, or obtain a new card on an existing account, the lender should take steps to verify that you have authorized the request. If the creditor cannot verify this, the request should not be satisfied. You may contact one of the credit reporting companies below for assistance.

Equifax
1-800-525-6285
www.equifax.com

Experian
1-888-397-3742
www.experian.com

TransUnion
1-800-680-7289
www.transunion.com

⇒ PLACE A SECURITY FREEZE ON YOUR CREDIT FILE

If you are very concerned about becoming a victim of fraud or identity theft, a security freeze might be right for you. Placing a freeze on your credit report will prevent lenders and others from accessing your credit report entirely, which will prevent them from extending credit. With a security freeze in place, you will be required to take special steps when you wish to apply for any type of credit. This process is also completed through each of the credit reporting companies.

⇒ ORDER YOUR FREE ANNUAL CREDIT REPORTS

Visit www.annualcreditreport.com or call 877-322-8228.

Once you receive your credit reports, review them for discrepancies. Identify any accounts you did not open or inquiries from creditors that you did not authorize. Verify all information is correct. If you have questions or notice incorrect information, contact the credit reporting company.

⇒ MANAGE YOUR PERSONAL INFORMATION

Take steps such as: carrying only essential documents with you; being aware of whom you are sharing your personal information with and shredding receipts, statements, and other sensitive information.

⇒ USE TOOLS FROM CREDIT PROVIDERS

Carefully review your credit reports and bank, credit card and other account statements. Be proactive and create alerts on credit cards and bank accounts to notify you of activity. If you discover unauthorized or suspicious activity on your credit report or by any other means, file an identity theft report with your local police and contact a credit reporting company.

⇒ OBTAIN MORE INFORMATION ABOUT IDENTITY THEFT AND WAYS TO PROTECT YOURSELF

- Visit <http://www.experian.com/credit-advice/topic-fraud-and-identity-theft.html> for general information regarding protecting your identity.
- The Federal Trade Commission has an identity theft hotline: 877-438-4338; TTY: 1-866-653-4261. They also provide information on-line at www.ftc.gov/idtheft.

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