

1325 Aimco Blvd, Unit 5-6
Mississauga, ON, L4W 1B4
Tel: 1-866-330-1272
Email: privacy@bargainballoons.com



December 15, 2022

RE: Notice of Data Breach

Dear Valued Customers,

We are reaching out to inform you of a security incident that affected our website, BargainBalloons.com, between September 27 and November 7, 2022. The incident may have resulted in the exposure of some of your personal information.

This email provides details about what happened, our response, and additional steps that can be taken to protect your personal information— should you feel it appropriate to do so.

What Happened

In October 2022, we were informed by a customer that a credit card used on the Company's website was later used/attempted to be used in a fraudulent manner. In response, we rapidly began an investigation and hired a leading firm of forensic IT experts.

On November 7, 2022, the investigation revealed that a snippet of malicious code had been inserted onto the Company's website without our knowledge, by an unauthorized outsider. The code skimmed customer information from the website's checkout page as it was entered by the customer. Website logs revealed that the unauthorized outsider may have accessed this information between September 27, 2022, and November 7, 2022.

With the assistance of forensic IT experts, we secured the website, removed the code, and performed a thorough scan of our online systems to ensure that there was no residual threat. We also worked with our experts and our cybersecurity specialists to determine the nature and gravity of the incident and the information that may have been compromised.

What Information Was Involved

We believe that customers who purchased items from our website between September 27 and November 7, 2022, may have had their names, mailing and / or billing addresses, email address, phone number and credit card information compromised.

What We Are Doing

Bargain Balloons is committed to safeguarding the confidentiality, integrity, and availability of all physical and electronic information in our possession. We have fulfilled our regulatory, operational and contractual requirements for information in our care.

We have been working with external security experts to ensure a comprehensive response to the incident. We implemented additional measures and enhanced security tools to further protect information on our website and our IT systems. We have also notified applicable privacy commissioners, payment gateways and local police of this incident. Notification of this breach was not delayed as a result of law enforcement investigation.

What You Can Do

We encourage you to remain vigilant in reviewing your credit card activity and account statements, and to monitor your records for any suspicious activity. Please call your credit card provider with any concerns so they can further advise you.

For additional security and peace of mind, Bargain Balloons is offering— at no cost to you— identity and credit monitoring services for twelve months. This will be available in all eligible jurisdictions, to all those who may have been affected by this incident. This offer will be available for ninety (90) days, please email us at privacy@bargainballoons.com, to receive a redemption code and enrolment instructions.

For More Information

We recognize that you may have additional questions and may contact our Privacy Officer, Yilian Diaz, by email at privacy@bargainballoons.com or by telephone at **1-866-330-1272**. Please do not contact us through social media as our accounts are not actively monitored by our customer service agents.

Bargain Balloons sincerely regrets this incident, and we understand this may have shaken your faith in us. We have been in business for 20 years and have never experienced a data breach in all that time. We are doing everything possible to ensure your safety in the wake of this regrettable incident and are working hard to ensure that this can never happen again.

Yours sincerely,

Yilian Diaz

Bargain Balloons | Privacy Officer
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