

## **Notice of Data Breach**

### **What Happened**

We recently discovered that a third party used email and password information acquired outside Bed Bath & Beyond and Buy Buy Baby to access a limited number of online accounts during the period of September 4 – 27, 2019.

### **What Information Was Involved**

We have investigated this matter thoroughly and your payment card has not been compromised.

However, there is a possibility your Security Challenge Questions and Answers were visible to the third party. We are notifying you of that possibility in an abundance of caution.

### **What We Are Doing**

We take the trust you have placed in us extremely seriously and, since learning of this incident, we've taken a number of steps to enhance our online security measures. We've conducted an extensive internal investigation, retained a leading security forensics firm, and implemented enhanced security measures to help prevent this type of incident from happening in the future.

### **What You Can Do**

As a precaution, we have blocked access to your account by disabling your old password and we recommend that you promptly reset your password and change your Security Challenge Questions and Answers (and do the same for any other online accounts for which you use the same information). We suggest that you do not re-use your old password. You can reset your password by doing the following:

1. Visit <https://www.bedbathandbeyond.com/store/account/Login> or <https://www.buybuybaby.com/store/account/Login>
2. Click on the blue Reset Password link below the password entry box and follow the instructions.

### **For More Information**

We sincerely regret any concern this may have caused you, and we're here to answer any questions you may have. For more information or advice, please call 877-271-7905, Monday – Saturday 7:00 am – 10:00 pm EST.

Thank you.

Sincerely,

Hank Reinhart  
Vice President – Customer Service

## To obtain general information regarding Protection from Identity Theft

For your reference, below is the contact information for three (3) national credit reporting agencies and the Federal Trade Commission ("FTC") from whom you can obtain information about fraud alerts and security freezes:

### Credit Reporting Agencies

Equifax  
P.O. Box 740241  
Atlanta, GA 30348  
1-800-685-1111  
[www.equifax.com](http://www.equifax.com)

Experian  
P.O. Box 2104  
Allen, TX 75013  
1-888-397-3742  
[www.experian.com](http://www.experian.com)

TransUnion  
P.O. Box 6790  
Fullerton, CA 92834-6790  
1-877-322-8228  
[www.transunion.com](http://www.transunion.com)

### FTC

Federal Trade Commission  
Consumer Response Center  
600 Pennsylvania Avenue, NW  
Washington, DC 20580  
1-877-IDTHEFT (438-4338)  
[www.ftc.gov/idtheft](http://www.ftc.gov/idtheft)