

Dear Customer,

We are writing to inform you of a data breach that may have involved your personal information. At FilterBaby we take the security of your personal information very seriously, and we regret to inform you that some of your data may have been compromised.

The personal information that was or is reasonably believed to have been breached includes names, email addresses, home addresses, phone number, total amount spent (not credit card info, just the cumulative total), total quantity of orders placed, internal customer ID numbers, opt-in status for email marketing (e.g. "Yes" or "No"), opt-in status for SMS marketing (e.g. "Yes" or "No"), tax exempt status, and internal customer tags (e.g. "subscriber", "active subscriber", "login with Shop App"). Fortunately, your credit card and/or payment information on file is 100% secure with FilterBaby and was not within the scope of the breach.

The breach occurred on or about the week of July 4, 2024. This notice is being sent to you promptly as we have completed our initial investigation, and we are committed to keeping you informed.

The breach incident involved a former contractor of the company who, after being terminated, shared the personal data from customers of the company. Fortunately, the breach was cured within 4 hours of the initial breach. We apologize for any inconvenience this may cause and want to assure you that we are taking all necessary steps to enhance our security measures to prevent such incidents from occurring in the future.

We deeply regret any inconvenience this incident may cause you. Protecting your information is of the utmost importance to us, and we are committed to ensuring that your data is secure. For further information and assistance, please contact our dedicated response team at any of the following email addresses: secure@filterbaby.com.

Sincerely,

FilterBaby