



<<Date>> (Format: Month Day, Year)

<<first_name>> <<middle_name>> <<last_name>> <<suffix>>
<<address_1>>
<<address_2>>
<<city>>, <<state_province>> <<postal_code>>
<<country >>

NOTICE OF DATA BREACH

Dear <<first_name>> <<middle_name>> <<last_name>> <<suffix>>,

BookShark values the relationship we have with our customers and understands the importance of protecting customer information. We are writing to inform you that we recently identified and addressed a security incident that may have involved your information. This notice explains the incident, measures that have been taken, and some steps you can take in response.

What Happened

On August 26, 2019, we learned from our third-party developer that maintains our website that it discovered and removed unauthorized code on our website, www.bookshark.com. Upon learning this, we immediately launched an investigation, and a leading cybersecurity firm was engaged to assist. On September 25, 2019, the investigation determined that the unauthorized code was designed to capture information entered during the login and checkout processes and may have been present from March 11, 2019 through August 26, 2019.

What Information Was Involved

The information entered during the login and checkout processes that the unauthorized code could have potentially copied includes names, addresses, phone numbers, email addresses, payment card number, expiration date, card verification code, and usernames and passwords to customers' respective www.bookshark.com accounts. We are notifying you because you placed an order on our website using the payment card(s) ending in <<b2b_text_1>> during the relevant time period.

What We Are Doing

We removed the unauthorized code and implemented additional security enhancements to our website to help prevent this type of incident from happening again.

What You Can Do

It is always advisable to closely review your payment card statements for any unauthorized charges. You should immediately report any such charges to the card issuer because payment card rules generally provide that cardholders are not responsible for unauthorized charges reported in a timely manner. The phone number to call is usually on the back of your payment card. If you have a www.bookshark.com account and logged in during this timeframe, we have already reset your password to our website. The next time you attempt to logon to your account, you will need to click the "Forgot Your Password?" link on the customer login page and follow the instructions to change your password. We encourage you to change your password on any other website using the same username and password combination. Information on additional steps you can take can be found on the following pages.

For More Information

We regret that this incident occurred and apologize for any inconvenience. If you have questions about this matter, please call 1-???-??-???? from 7:00 a.m. to 4:30 p.m. MST, Monday through Friday (excluding major U.S. national holidays).

Sincerely,

Greg Thewes
General Manager

ADDITIONAL STEPS YOU CAN TAKE

We remind you it is always advisable to be vigilant for incidents of fraud or identity theft by reviewing your account statements and free credit reports for any unauthorized activity. You may obtain a copy of your credit report, free of charge, once every 12 months from each of the three nationwide credit reporting companies. To order your annual free credit report, please visit www.annualcreditreport.com or call toll free at 1-877-322-8228. Contact information for the three nationwide credit reporting companies is as follows:

- *Equifax*, PO Box 740241, Atlanta, GA 30374, www.equifax.com, 1-800-685-1111
- *Experian*, PO Box 2002, Allen, TX 75013, www.experian.com, 1-888-397-3742
- *TransUnion*, PO Box 2000, Chester, PA 19016, www.transunion.com, 1-800-916-8800

If you believe you are the victim of identity theft or have reason to believe your personal information has been misused, you should immediately contact the Federal Trade Commission and/or the Attorney General's office in your state. You can obtain information from these sources about steps an individual can take to avoid identity theft as well as information about fraud alerts and security freezes. You should also contact your local law enforcement authorities and file a police report. Obtain a copy of the police report in case you are asked to provide copies to creditors to correct your records. Contact information for the Federal Trade Commission is as follows:

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

Brackeen, Caroline B.

From: The BookShark Team <security@bookshark.com>
Sent: Thursday, October 24, 2019 2:28 PM
To: Crider, Amanda
Subject: [TEST] BookShark Data Security Incident Notice

This is a **preview email**.



Subject: BookShark Data Security Incident Notice

Please do not reply to this email. This email account is not monitored. If you have questions, follow the instructions in the email to contact the call center.

NOTICE OF DATA BREACH

Dear Valued Customer:

BookShark values the relationship we have with our customers and understands the importance of protecting customer information. We are writing to inform you that we recently identified and addressed a security incident that may have involved your username and password to your www.bookshark.com account. This notice explains the incident, measures that have been taken, and some steps you can take in response.

What Happened

On August 26, 2019, we learned from our third-party developer that maintains our website that it discovered and removed unauthorized code on our website, www.bookshark.com. Upon learning this, we immediately launched an investigation, and a leading cybersecurity firm was engaged to assist. On September 25, 2019, the investigation determined that the unauthorized code may have captured customers' username and passwords entered by customers on our site during the period from March 11, 2019 through August 26, 2019.

What Information Was Involved

If you logged into your www.bookshark.com account during this timeframe, your username and password may have been captured.

What We Are Doing

We removed the unauthorized code and implemented additional security enhancements to our website to help prevent this type of incident from happening again.

What You Can Do

We have already reset your password to our website. The next time you attempt to logon to your account, you will need to click the "Forgot Your Password?" link on the customer login page and follow the instructions to change your password. We encourage you to change your password on any other website where you use the same username and password combination.

For More Information

We regret that this incident occurred and apologize for any inconvenience. If you have questions about this matter, please call 1-844-996-1026 from 7:00 a.m. to 4:30 p.m. MST, Monday through Friday (excluding major U.S. holidays).

Sincerely,

Greg Thewes
General Manager

8022 S Grant Way | Littleton, CO 80122 United States

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