



[Insert Date]

[Name of Recipient]
[Street Address]
[City/State/Zip]

RE: Notice of Data Breach

Dear [NAME OF RECIPIENT]:

AeroGrow International, Inc. (“AeroGrow”) values its customers and is committed to protecting your personal information. Unfortunately, like many companies in today’s global digital economy, we recently received information suggesting that we may have experienced an information security incident. We are writing to inform you of the incident, which could potentially affect you, and to share with you the steps that AeroGrow is taking to address it.

What Happened?

On March 4, 2019, AeroGrow learned that an unauthorized person may have acquired, through the use of malicious code, the payment card information that users entered into the eCommerce vendor’s payment page. Upon learning of the incident, we immediately removed the malicious code and secured the website. We are writing to you because our investigation indicates that the payment card information you submitted to the eCommerce vendor’s payment page may have been compromised. This malicious code may have been present on our website between October 29, 2018, and March 4, 2019.

What Information Was Involved?

It is possible that the following information that you entered into the eCommerce vendor’s payment page was compromised: your payment card number, expiration date, and the CCV/CVV number. **Please note that none of your personal information, other than possibly your payment card information submitted to the payment page, could have been involved in this incident.** AeroGrow does not collect other personal information about its customers, such as Social Security number, personal identification number (PIN), driver’s license number, or financial account information.

What We Are Doing:

AeroGrow takes seriously both the security of your payment card information and this incident. We have informed law enforcement and will cooperate with their investigation. We have not delayed notifying you at the request of law enforcement. In addition, we have taken the appropriate steps to limit the likelihood of a recurrence, and we have engaged a third-party expert to conduct a thorough review of our security protocols.

Out of an abundance of caution, AeroGrow is offering you one year of identity protection services at no cost to you through Experian, one of the three nationwide credit bureaus. Your one-year membership in Experian’s IdentityWorks PlusSM product provides identity restoration services, fraud detection tools, and other benefits which include monitoring your credit file at Experian. Starting today, if you suspect that your personal information has been used fraudulently, you can call Experian’s identity restoration agents to assist you to investigate and resolve any incidents of fraud. You may take advantage of this benefit, at any time, until July 7, 2019, by calling Experian



at 1-877-288-8057. No enrollment or activation is necessary. The terms and conditions for identity restoration are located at www.ExperianIDWorks.com/restoration.

While identity restoration is immediately available to you, we also encourage you to activate fraud detection tools available through IdentityWorks PlusSM. This product provides you with identity detection, credit monitoring, and resolution of identity theft.

What You Can Do:

If you wish to enroll in IdentityWorksPlusSM, you will need to do the following:

1. **Visit** the IdentityWorks PlusSM web site: <https://www.experianidworks.com/plus> or call 1-877-288-8057 to enroll and provide Engagement Number **DB11675**.
2. **PROVIDE** your Activation Code: **[CODE]**

Enrollment Deadline: July 7, 2019 (your Activation Code will not work after this date).

If you have any questions concerning IdentityWorks PlusSM or if you prefer to enroll over the phone for delivery of your membership via US mail, please call Experian at 1-877-288-8057. Be prepared to provide Engagement Number **DB11675** as proof of eligibility for the identity protection product by Experian.

We have included with this letter additional information on steps you can take to protect the security of your personal information. We urge you to review this information carefully.

For More Information:

Should you have questions or concerns regarding this incident, please do not hesitate to contact 1-877-826-4051.

I want to sincerely apologize for this incident, and I regret any inconvenience it may have caused you. I want to assure you that we take this criminal act very seriously and have addressed it thoroughly.

Sincerely,

Grey H Gibbs
Senior Vice President – Finance & Accounting

Steps To Protect The Security Of Your Personal Information

By taking the following steps, you can help reduce the risk that your personal information may be misused.

1. Enroll in IdentityWorks PlusSM. You must personally activate identity monitoring for it to be effective. The notice letter contains instructions and information on how to activate your IdentityWorks PlusSM membership. If you need assistance or if you want to enroll by telephone, you should contact Experian directly at 1-877-288-8057. Experian's IdentityWorks PlusSM product will provide the following:

- **Experian credit report at signup:** See what information is associated with your credit file. Daily credit reports are available for online members only.¹
- **Credit Monitoring:** Actively monitors your credit files at Experian for indicators of fraud.
- **Identity Restoration:** Identity restoration specialists are immediately available to help you address credit and non-credit related fraud.
- **Dark Web Surveillance:** Daily scans of over 600,000 web pages to detect if your information is stolen.
- **Experian IdentityWorksSM ExtendCARE:** You will receive the same high level of identity restoration support even after your IdentityWorksSM membership has expired.
- **\$1 Million Identity Theft Insurance²:** Provides coverage for certain costs and unauthorized electronic fund transfers.

Please direct questions about the IdentityWorks PlusSM product to Experian. A credit card is not required for enrollment in IdentityWorks PlusSM. Enrollment in IdentityWorks PlusSM will not affect your credit score. The Terms and Conditions for this offer are located at www.ExperianIDWorks.com/restoration. You will also find self-help tips and information about identity protection at this site.

2. Review your credit reports. You can receive free credit reports by placing a fraud alert. Under federal law, you also are entitled every 12 months to one free copy of your credit report from each of the three national credit bureaus. To obtain a free annual credit report, go to www.annualcreditreport.com or call 1-877-322-8228. You may wish to stagger your requests so that you receive a free report from one of the three credit bureaus every four months.

3. Review your account statements. You should carefully review for suspicious activity the statements that you receive from credit card companies, banks, utilities, and other service providers.

4. Remain vigilant and respond to suspicious activity. If you receive an e-mail or mail alert from Experian, contact an IdentityWorks PlusSM identity resolution agent toll-free at 1-877-288-8057 or visit www.ExperianIDWorks.com/restoration for additional information. You should consider changing your username, passwords, security questions, and security answers to your online accounts. If you notice suspicious activity on an account statement, report it to your credit

¹ Offline members will be eligible to call for additional reports quarterly after enrolling.

² Identity theft insurance is underwritten by insurance company subsidiaries or affiliates of American International Group, Inc. (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.

card company or service provider and consider closing the account. You should also consider reporting such activity to AeroGrow, your local police department, your state's attorney general, and the Federal Trade Commission.

5. You have the right to place a “security freeze” on your credit report. A security freeze will prohibit a consumer reporting agency from releasing information in your credit file without your express authorization. The security freeze is designed to prevent credit, loans, and services from being approved in your name without your consent. However, you should be aware that using a security freeze to take control over who gets access to the personal and financial information in your credit report may delay, interfere with, or prohibit the timely approval of any subsequent request or application you make regarding a new loan, mortgage, or any other account involving the extension of credit.

A security freeze does not apply to a person or entity, or its affiliates, or collection agencies acting on behalf of the person or entity, with which you have an existing account that requests information in your credit report for the purposes of reviewing or collecting the account. Reviewing the account includes activities related to account maintenance, monitoring, credit line increases, and account upgrades and enhancements.

To place a security freeze on your credit file, contact the three nationwide credit bureaus, listed below. You will need to provide appropriate proof of your identity to the credit bureau, which will include your name, address, date of birth, Social Security number, and other personal information. After receiving your freeze request, each credit bureau will provide you with a unique PIN (personal identification number) or password. Keep the PIN or password in a safe place. You will need it if you choose to lift the freeze.

The contact information for all three credit bureaus is as follows:

Equifax
P.O. Box 105788
Atlanta, GA 30348
1-800-349-9960
www.equifax.com

Experian
P.O. Box 9554
Allen, TX 75013
1-888-397-3742
www.experian.com

TransUnion
P.O. Box 2000
Chester, PA 19016
1-800-680-7289
www.transunion.com

6. Consider placing a fraud alert with one of the three nationwide credit bureaus. You can place an initial fraud alert by contacting one of the three nationwide credit bureaus listed above. A fraud alert can make it more difficult for someone to get credit in your name because it tells creditors to follow certain procedures to protect you. It also may delay your ability to obtain credit. You may place a fraud alert in your file by calling just one of the three nationwide credit bureaus listed above. As soon as that bureau processes your fraud alert, it will notify the other two, which then also must place fraud alerts in your file.

An initial fraud alert stays in your file for at least one year. To place this alert, a credit bureau will require you to provide appropriate proof of your identity, which may include your Social Security number. If you are the victim of identity theft, you are entitled to an extended fraud alert, which is a fraud alert lasting 7 years.

7. You have the right to free copies of the information in your file (your “file disclosure”). An initial fraud alert entitles you to a copy of all the information in your file at each of the three nationwide credit bureaus listed above. These additional disclosures may help you detect signs



of fraud, for example, whether fraudulent accounts have been opened in your name or whether someone has reported a change in your address.

8. Additional Information. You may obtain information about fraud alerts and security freezes and additional information about steps you can take to avoid identity theft from the following:

Identity Theft Clearinghouse
Federal Trade Commission
600 Pennsylvania Avenue, NW
Washington, DC 20580
<http://www.ftc.gov/idtheft/>
(877) IDTHEFT (438-4338)