

From: **Jason | Dollar Shave Club** <members@dollarshaveclub.com>
Subject: Important Security Information about your Dollar Shave Club account



April 4, 2018

NOTICE OF DATA BREACH

Hey [California Member Name],

Remember the email you got from us on March 22 regarding the online credentials to your Dollar Shave Club Account? Because transparency and data protection are two of our most important values, we wrote this letter to help you understand more. So read this letter and please do not hesitate to reach out to us with any further questions or concerns you might have – we're here to help!

What Happened?

In the wee hours of the morning on March 21, 2018, through our routine monitoring and security protocols, our tech team identified attempts by a third party system using email and password combinations obtained elsewhere (not from Dollar Shave Club) to log in to certain Dollar Shave Club customers' e-commerce accounts. Dollar Shave Club's tech team blocked the inbound requests of the suspicious IP addresses within a few hours of the monitoring alert (yep, they got out of bed at 3:30 am and hit the ground running), and investigated and confirmed which of the attempts resulted in a login to online accounts. You are

receiving this notice because we determined your account credentials were improperly used on our website.

So what does that mean in layman's terms? Essentially, someone obtained a list of emails and passwords from some other source (or potentially used a random password generator to guess at passwords) and then tested them on other platforms (like ours) to see if the passwords work. Yours did. This is typically because the user's chosen password is one that is easy to guess. We offered you some pro tips on choosing passwords in our password reset email, and are giving those up again below.

What Information Was Involved?

As noted, this incident involved the email address and password combinations (obtained through some other source, not Dollar Shave Club) that were then used to access your Dollar Shave Club online account, which allows someone to view the information in your account, including your name, address, and the last four digits of your payment card on file (if you've provided that information). Based on its investigation, Dollar Shave Club has no reason to believe that any Dollar Shave Club additional systems, accounts, personal information or financial information were affected. We have verified that no other activity was attempted on your account, no information was updated or changed by the unauthorized access on your account, no access to full payment card number was obtained, and no unauthorized purchases were made to your account.

What We Are Doing?

Dollar Shave Club takes protection of your information very seriously and, from these and other efforts, we are taking further steps to help prevent this from happening again. Although Dollar Shave Club's systems were not breached (but rather, individual accounts were impacted through the use of information obtained elsewhere), we reset all passwords on the impacted accounts as a precaution, and sent out the password reset notice by email. We also immediately launched a comprehensive review to investigate and remediate the intrusion, including blocking all of the attacker's IP addresses and limiting the number of unsuccessful password login attempts that are permitted on any one account.

What You Can Do?

We have several dedicated teams working diligently to ensure that the information members entrust to Dollar Shave Club remains secure. As a precautionary measure, we encourage you to consider the following account security recommendations:

- Change your passwords for any other online websites or accounts on which you used the same or similar information used for your Dollar Shave Club account. Please always use strong passwords and update them frequently. A strong password generally includes: (1) at least six characters; (2) a mix of upper and lower case letters, numbers, special characters and punctuation; and (3) no commonly used words.
- Review your accounts on other websites for suspicious activity.
- Be cautious of any unsolicited communications that ask for your personal information or refer you to a web page asking for personal information.
- Avoid clicking on links or downloading attachments from suspicious emails.

For More Information.

Safeguarding our members' personal information is something we take very seriously and we apologize for any inconvenience this may have caused. If you have any questions or need further assistance, please contact us by email at members@dollarshaveclub.com, or go to www.dollarshaveclub.com, and click on the [Contact Us](#) link.

Sincerely,
Jason Bosco
VP of Engineering
Dollar Shave Club, Inc.

Have a question? Contact us.



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Dated: March 22, 2018



CLUB MEMO

Hey Ken,

As part of our ongoing efforts to protect our Member's account information, we continuously monitor our systems for irregular activity. When irregular login attempts are discovered, we will reset passwords accordingly.

We noticed irregular and/or an increased number of login attempts on your account. Just to be safe, we've recently reset your account password and you will need to create a new password.

To create a new password for your account, please go to <https://www.dollarshaveclub.com/login/forgot-password?f>, enter in your account email address and follow the instructions to reset your password.

PRO TIP #1: A strong password generally includes: (1) at least six characters; (2) a mix of upper and lower case letters, numbers, special characters and punctuation (3) no commonly used words; and 4) no commonly used passwords associated with other online services.

PRO TIP #2: DO NOT use the following passwords: password, 123456, or qwerty -- don't be that person.

If you have any questions or concerns resetting your password let us know, we're here to help!

Yours in Lather,
DSC Club Pros