

WARBY PARKER

December 21, 2018

Office of the Attorney General
California Department of Justice
Attn: Public Inquiry Unit
P.O. Box 944255
Sacramento, CA 94244-2550

To Whom It May Concern:

On behalf of JAND Inc. d/b/a Warby Parker (“Warby Parker”), and consistent with Cal. Civ. Code § 1798.82, this letter provides notice of a computer data security incident. Our investigation indicates that the incident affected approximately 30,170 Warby Parker customers in your state.

Warby Parker is an eyeglasses retailer that operates through its website at warbyparker.com, and at 87 retail stores in various parts of the United States. On November 26, 2018, Warby Parker became aware of unusual attempted log-in activity on its website. We began to investigate with the assistance of outside experts. Based on our investigation to date, we believe that unauthorized persons first obtained a number of usernames and passwords from other, unrelated websites that were presumably breached. We believe the unauthorized persons then attempted to log in to Warby Parker customer accounts, likely acting on the supposition that some consumers were using these same usernames and passwords across multiple websites.

To be clear, we have seen no indication that the usernames and passwords used in these log-in attempts were obtained from Warby Parker’s own systems. Likewise, we have seen no proof that any personal information stored on our customers’ accounts was actually obtained. The exact nature of the personal information stored in user accounts can vary from consumer to consumer. The range of data elements potentially available through the unauthorized access here included name, email, prescription information if that information was stored on the customer’s account, mailing address if provided by the user, and the last four digits of any payment card information stored on the user’s account. Only the last four digits are visible even to legitimate customers; accordingly, we see no scenario in which this incident would have resulted in unauthorized access to either the full payment card number or CVV number. A stored payment card number can be used to order eyewear at warbyparker.com, but cannot be used elsewhere.

On or about November 30, Warby Parker began to require that potentially affected users reset their passwords upon log-in. Warby Parker also has reported the matter to the Federal Bureau of Investigation. We now believe the unauthorized log-in

attempts began on or about September 25, 2018 and continued until the investigation began two months later.

Warner Parker will notify customers in your state whose usernames and passwords may have been used to access their accounts. We began sending notice via U.S. Mail and email on or about December 20. A sample customer notification letter is attached.

To be clear, we are notifying all potentially affected customers in an excess of caution, whether or not there is proof of actual unauthorized access to their account.

Warner Parker takes the protection of its customers' data seriously, and is committed to answering any questions that your office may have. Please do not hesitate to contact me at the address above or at 646-668-3801.

Respectfully yours,

/s/

Jill Savage
Senior Counsel

Enclosures