



June 5, 2017

## NOTICE OF DATA BREACH

Dear Customer,

My Freedom Smokes recently became aware of a potential security incident that may have affected the personal information of individuals who made purchases on myfreedomsmokes.com. We are providing this notice as a precaution to let you know about the incident and to call your attention to some steps you can take to protect yourself. We sincerely regret any concern this may cause you.

### ***What Happened?***

Although the incident is still under investigation, it appears that between approximately March 7, 2017 and April 25, 2017, an unauthorized individual was able to obtain access to portions of our website and insert malicious code that was designed to capture payment information provided in connection with a purchase.

### ***What Information Was Involved?***

We believe that the incident could have affected certain information (including name, address, email address, telephone number, payment card account number, expiration date, and card verification value (CVV) of individuals who made a purchase on the website. According to our records, you made a purchase using a payment card during the relevant period and your information may be affected. Please note that because we do not collect sensitive information like Social Security numbers for standard payment card transactions, this type of sensitive information was not affected by this incident.

### ***What We Are Doing.***

My Freedom Smokes takes the privacy of its customers very seriously, and we deeply regret that this incident occurred. We took steps to address and contain the incident promptly after it was discovered, including an internal investigation into the incident and communicating with the vendor who hosts and operates our website to learn more about what occurred. Further, we have retained an internationally recognized cyber security and digital data forensics firm to assist us in identifying the problem, fixing it, and preventing it from happening again. Also, note that well before this incident My Freedom Smokes moved to a tokenization system to better protect customer information.

### ***What You Can Do.***

We do not believe that exposure of your payment card number is likely to result in identity theft. We recommend that you review payment card account statements promptly and carefully in order to identify any discrepancies or unusual activity. If you see any suspicious activity, you should immediately notify the issuer of the payment card and, if warranted, to law enforcement or regulatory authorities.

We are including with this letter an attachment listing additional steps you may wish to consider taking if you ever suspect that you may be the victim of identity theft. We are providing this information out of an abundance of caution, even though a loss of payment card information can only result in fraudulent charges, for which you would not be liable.

### ***For More Information***

We take the security of your information very seriously, and we regret any inconvenience or concern this incident may cause you. If you have any questions or concerns about this incident, please do not hesitate to contact us at 1-800-955-9753 at any time of the day or night.

Sincerely,

*Joe Joyal*

Freedom Smokes, Inc.

## INFORMATION ABOUT IDENTITY THEFT PROTECTION

**Review Your Account Statements and Credit Reports.** As a precautionary measure, we recommend that you remain vigilant by reviewing your account statements and credit reports closely.

If you detect any suspicious activity on an account, you should promptly notify the financial institution or company with which the account is maintained. You also should promptly report any fraudulent activity or any suspected incidence of identity theft to proper law enforcement authorities, your state attorney general, and/or the Federal Trade Commission (“FTC”).

To file a complaint with the FTC, go to [www.ftc.gov/idtheft](http://www.ftc.gov/idtheft) or call the toll-free number 1-877- IDTHEFT (1-877-438-4338). Complaints filed with the FTC will be added to the FTC’s Identity Theft Data Clearinghouse, which is a database made available to law enforcement agencies.

You may obtain a free copy of your credit report from each of the three major credit reporting agencies once every 12 months by visiting <http://www.annualcreditreport.com>, calling toll-free 1-877- 322-8228, or by completing an Annual Credit Report Request Form and mailing it to Annual Credit Report Request Service, PO Box 105281, Atlanta, GA 30348. Or, you can elect to purchase a copy of your credit report by contacting one of the three national credit reporting agencies, whose contact information is listed below.

Equifax  
(800) 685-1111  
[www.equifax.com](http://www.equifax.com)  
PO Box 740241  
Atlanta, GA 30374

Experian  
(888) 397-3742  
[www.experian.com](http://www.experian.com)  
475 Anton Blvd.  
Costa Mesa, CA 92626

TransUnion  
(800) 888-4213  
[www.transunion.com](http://www.transunion.com)  
2 Baldwin Place  
PO Box 1000  
Chester, PA 19022

**Fraud Alert.** There are also two types of fraud alerts you can place on your credit report to put your creditors on notice that you may be a victim of fraud: an initial alert and an extended alert. An initial fraud alert on your credit report is free and will stay on your credit file for at least 90 days. The alert informs creditors of possible fraudulent activity within your report and requests that the creditor contact you prior to establishing any accounts in your name. You may have an extended alert placed on your credit report if you have already been a victim of identity theft with the appropriate documentary proof. An extended fraud alert stays on your credit report for seven years. You can place a fraud alert on your credit report by contacting any of the three national credit reporting agencies listed above.

**Credit Freeze.** You may have the right to place a credit freeze, also known as a security freeze, on your credit file so that no new credit can be opened in your name without the use of a PIN number that is issued to you when you initiate the freeze. A credit freeze is designed to prevent potential creditors from accessing your credit report without your consent. If you place a freeze, potential creditors will not be able to access your credit report without your consent unless you temporarily lift the freeze. Consequently, placing a credit freeze may interfere with or delay your ability to obtain credit. In addition, you may incur fees to place, lift, and/or remove a credit freeze. Credit freeze laws vary from state to state. The cost of placing, temporarily lifting, or removing a credit freeze also varies by state but is generally \$5 to \$20 per action at each credit reporting company. Unlike a fraud alert, you must separately place a credit freeze on your credit file at each credit reporting agency. To find out more on how to place a security freeze, you can use the following contact information:

Equifax Security Freeze P.O. Box 105788 Atlanta, GA 30348 1-800-685-1111 <a href="http://www.equifax.com/help/credit-freeze/en_cp">www.equifax.com/help/credit-freeze/en_cp</a>	Experian Security Freeze P.O. Box 9554 Allen, TX 75013 1-888-397-3742 <a href="http://www.experian.com/freeze/center.html">www.experian.com/freeze/center.html</a>	TransUnion P.O. Box 2000 Chester, PA 19022-2000 1-888-909-8872 <a href="http://www.transunion.com/securityfreeze">www.transunion.com/securityfreeze</a>
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You can obtain more information about fraud alerts and credit freezes from the FTC or any of the three credit reporting agencies.

## **Additional Free Resources on Identity Theft**

The FTC provides tips on how to avoid identity theft. For more information, please visit [www.ftc.gov/idtheft](http://www.ftc.gov/idtheft); call 1-877-ID-THEFT (1-877-438-4338); or write to Consumer Response Center, Federal Trade Commission, 600 Pennsylvania Ave., N.W., Washington, D.C. 20580.

### **ADDITIONAL INFORMATION FOR RESIDENTS OF CERTAIN STATES**

**If you are a California resident**, for more information on identify theft, you may visit the web site of the California Office of Privacy Protection at [www.privacy.ca.gov](http://www.privacy.ca.gov).

**If you are a Maryland resident**, you also may wish to review information provided by the Maryland Attorney General on how to avoid identity theft at <http://www.oag.state.md.us/idtheft>, or by sending an email to [idtheft@oag.stat.md.us](mailto:idtheft@oag.stat.md.us), or calling 1-410-576-6491.

**If you are a Massachusetts resident**, you have a right to obtain a copy of a police report if one is filed in connection with this situation. If a police report is filed with Massachusetts authorities (one has not been filed at this time), we will let you know. If you are the victim of identity theft, you also have the right to file a police report and obtain a copy of it.

Massachusetts law also allows consumers to place a security freeze on their credit reports. A security freeze prohibits a credit reporting agency from releasing any information from a consumer's credit report without written authorization. However, please be aware that this freeze may delay approval of any requests you (or others) make for information about your credit.

If you have been a victim of identity theft, and you provide the credit reporting agency with a valid police report, it cannot charge you to place, lift, or remove a security freeze. In all other cases, a credit reporting agency may charge you up to \$5.00 each to place, temporarily lift, or permanently remove a security freeze. To request a freeze, send a written request to each credit reporting agency at the address listed above.

You will need to provide your personal information including your full name, social security number, date of birth, addresses for the past five years, proof of current address (such as a copy of a utility bill), and a photocopy of your government-issued ID card. If you are a victim of identity thief, provide a copy of the police report or compliant to a law enforcement agency concerning the incident. If you are not a victim of identity theft, include a check, money order, or credit card (Visa, MasterCard, American Express or Discover only). Do not send cash through the mail.

The credit reporting agencies have three (3) business days after receiving your request to place a security freeze on your credit report. The credit bureaus must also send written confirmation to you within five (5) business days and provide you with a unique personal identification number (PIN) or password, or both that can be used by you to authorize the removal or lifting of the security freeze.

To lift the security freeze in order to allow a specific entity or individual access to your credit report, you must call or send a written request to the credit reporting agencies by mail and include proper identification (name, address, and social security number) and the PIN number or password provided to you when you placed the security freeze as well as the identities of those entities or individuals you would like to receive your credit report or the specific period of time you want the credit report available. The credit reporting agencies have three (3) business days after receiving your request to lift the security freeze for those identified entities or for the specified period of time.

To remove the security freeze, you must send a written request to each of the three credit bureaus by mail and include proper identification (name, address, and social security number) and the PIN number or password provided to you when you placed the security freeze. The credit bureaus have three (3) business days after receiving your request to remove the security freeze.

**If you are a North Carolina resident**, for more information about preventing identity theft, you may contact the North Carolina Attorney General office at 9001 Mail Service Center, Raleigh, NC 27699-9001, or by calling 1-919-716-6400, or visit the Attorney General website at <http://www.ncdoj.com/>.

**If you are an Oregon resident**, for more information on consumer protection and identity theft, you may visit the website of the Oregon Department of Justice at <http://www.doj.state.or.us>.

**If you are a Rhode Island resident**, you have a right to file and obtain a police report. If the police report is then provided to a credit bureau, it cannot charge you to place, lift, or remove a security freeze. You have the right to know that, to date, 77 Rhode Island residents have been identified as potentially affected by this incident. You may contact the RI Attorney General's Office at (401) 274-4400, <http://www.riag.ri.gov/>, or 150 South Main Street, Providence, RI 02903, for additional information about preventing identity theft.

**If you are a Vermont resident**, you may learn helpful information about fighting identity theft, placing a security freeze, and obtaining a free copy of your credit report on the Vermont Attorney General's website at <http://www.atg.state.vt.us>.

**If you are a Puerto Rican resident**, you have the right to know that, to date, 24 Puerto Rican residents have been identified as potentially affected by this incident.