

Pen Factory  
Mail Handling Services  
777 E Park Dr  
Harrisburg, PA 17111



June 5, 2020

[Redacted]

[Redacted]

Dear [Redacted],

<b>NOTICE OF DATA BREACH</b>	
<b>What Happened</b>	<p>Pen Factory values and respects your privacy and is committed to keeping your information confidential. Our commitment to these values includes notifying individuals if we believe the confidentiality of their personal information may have been compromised. Accordingly, we are writing to advise you of a recent incident that may have involved some of your personal information.</p> <p>On April 15, 2020, we learned an unauthorized third party placed malicious computer code on our website (<a href="https://www.penfactory.com/">https://www.penfactory.com/</a>). Upon learning of the incident, we promptly removed the malicious code and conducted an investigation. The code was active from September 2019 until April 15, 2020, and was designed to collect information typed into the website's checkout page as customers made purchases and deliver that information to the unauthorized third party.</p>
<b>What Information Was Involved</b>	<p>We are notifying you because, as a result of our investigation into this incident, on May 6, 2020, we determined that you made a purchase on our website during the time the malicious code was active. As a result, some of your information, including your name, email, address, and credit or debit card information, may have been obtained by the third party. The incident did not impact your Social Security Number.</p>
<b>What We Are Doing</b>	<p>We have taken steps to alert the credit card brands of the incident so they can monitor your account for potential fraudulent activity. Finally, we have taken additional technical steps to further secure Pen Factory's website and prevent this type of incident from occurring in the future. We also recommend that you check your debit or credit card statements for fraudulent charges.</p>

What You Can Do

As mentioned above, your Social Security number was not impacted so we do not believe your identity is at risk as a result of this incident. Nonetheless, as a precautionary measure, we recommend that you remain vigilant to protect against potential fraud and/or identity theft by, among other things, reviewing your account statements and monitoring 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 should also promptly report any fraudulent activity or any suspected incidents of identity theft to proper law enforcement authorities, including the police and your state’s attorney general, as well as the Federal Trade Commission (“FTC”).

Other Important Information

You may wish to review the tips provided by the FTC on fraud alerts, security/credit freezes and steps to you can take to avoid identity theft. For more information and to contact the FTC, please visit [www.ftc.gov/idtheft](http://www.ftc.gov/idtheft) or call 1-877-ID-THEFT (1-877-438-4338). You may also contact the FTC at: Federal Trade Commission, 600 Pennsylvania Avenue, NW, Washington, DC 20580.

**Credit Reports:** You may obtain a free copy of your credit report once every 12 months from each of the three national credit reporting agencies by visiting <http://www.annualcreditreport.com>, by 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, P.O. Box 105281, Atlanta, GA 30348. You can print a copy of the request form at <https://www.annualcreditreport.com/cra/requestformfinal.pdf>.

Alternatively, you may elect to purchase a copy of your credit report by contacting one of the three national credit reporting agencies. Contact information for the three national credit reporting agencies for the purpose of requesting a copy of your credit report or for general inquiries, including obtaining information about fraud alerts and placing a security freeze on your credit files, is as follows:

Equifax	Experian	TransUnion
1-800-349-9960	1-888-397-3742	1-888-909-8872
<a href="http://www.equifax.com">www.equifax.com</a>	<a href="http://www.experian.com">www.experian.com</a>	<a href="http://www.transunion.com">www.transunion.com</a>
P.O. Box 105788	P.O. Box 9554	P.O. Box 2000
Atlanta, GA 30348	Allen, TX 75013	Chester, PA 19022

**Fraud Alerts:** You may want to consider placing a fraud alert on your credit report. An initial fraud alert 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 new accounts in your name. To place a fraud alert on your credit report, contact any of the three national credit reporting agencies using the contact information listed above. Additional information is available at <http://www.annualcreditreport.com>.

**Credit and Security Freezes:** 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 credit grantors from accessing your credit report without your consent. If you place a credit freeze, potential creditors and other third parties will not be able to get access to your credit report unless you temporarily lift the freeze. Therefore, using a credit freeze may delay your ability to obtain credit. Unlike a fraud alert, you must separately place a credit freeze on your credit file at each credit reporting company. Since the instructions for how to establish a credit freeze differ from state to state, please contact the three major credit reporting companies as specified below to find out more information:

Equifax Security Freeze 1-800-349-9960 <a href="http://www.equifax.com">www.equifax.com</a> P.O. Box 105788 Atlanta, GA 30348	Experian Security Freeze 1-888-397-3742 <a href="http://www.experian.com">www.experian.com</a> P.O. Box 9554 Allen, TX 75013	TransUnion Security Freeze 1-888-909-8872 <a href="http://www.transunion.com">www.transunion.com</a> P.O. Box 160 Woodlyn, PA 19094
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Individuals interacting with credit reporting agencies have rights under the Fair Credit Reporting Act. We encourage you to review your rights under the Fair Credit Reporting Act by visiting [www.consumerfinance.gov/f/201504\\_cfpb\\_summary\\_your-rights-under-fcra.pdf](http://www.consumerfinance.gov/f/201504_cfpb_summary_your-rights-under-fcra.pdf), or by requesting information in writing from the Consumer Response Center, Room 130-A, Federal Trade Commission, 600 Pennsylvania Ave. NW, Washington, DC 20580.

This notification was not delayed as a result of a law enforcement investigation.

For More  
Information

For further information and assistance, please call 1-833-468-1010 from 8:00 a.m. to 5:00 p.m. ET.

We value the trust you place in us to protect the privacy and security of your information, and we apologize for any inconvenience or concern that this incident may cause you.

Sincerely,

*Robert Lack*

Robert Lack  
Executive Vice President  
Pen Factory