

<NAME>
<STREET>
<CITY, STATE, ZIP>

[DATE]
Membership ID: <INSERT>

Re: **Notice of Data Breach**

Dear Customer,

What Happened

We recently identified a security issue involving the information of certain customers who used our ecommerce site between May 12, 2015 and April 28, 2016, which resulted in unauthorized access by a third party.

What Information Was Involved

Based on our records, we have determined that your information may have been affected, potentially including your name, address, card number ending in [insert], expiration date and three-digit security codes. We do not collect Social Security numbers, and we have not identified evidence indicating that password or login credentials were affected.

What We Are Doing

Safeguarding your personal information is important to us. We took immediate steps to remediate this security issue upon identifying it, and we are being assisted by outside cybersecurity experts. We have reported this issue to our credit card payment processor. We have also contacted and offered our full cooperation to federal law enforcement.

What You Can Do

If you suspect that you are a victim of identity theft or fraud, you have the right to file a police report. In addition, you may contact your State Attorney General's office or the U.S. Federal Trade Commission to learn about steps you can take to protect yourself against identity theft.

We have provided you with a *Resources Guide* attached to this letter that identifies additional information and resources that you may find helpful.

It is always a good idea to be vigilant by reviewing your account statements and monitoring your free credit reports. Under U.S. law, you are entitled to one free credit report annually from each of the three nationwide consumer reporting agencies. To order your free credit report, visit www.annualcreditreport.com or call toll-free at 1-877-322-8228.

For More Information

We value the trust you place in us. We regret this incident occurred, and we will be working hard to enhance our security. If you have any questions or concerns, please call us toll free at [insert] from 8:00 am – 5:00 pm Pacific Time Monday through Friday.

Sincerely yours,
Mark Groveunder
Vice President, Customer Service, Acer Service Corporation

RESOURCES GUIDE

U.S. Federal Trade Commission (FTC): The FTC has helpful information about identity theft prevention and other steps that consumers can take to protect themselves.

Write to: Consumer Response Center, 600 Pennsylvania Ave., NW, H-130, Washington, D.C. 20580

Call Toll-Free: 1-877-IDTHEFT (438-4338); or Visit: <http://www.ftc.gov/idtheft>

Free Annual Credit Report: You may obtain a free copy of your credit report once every 12 months and may purchase additional copies of your credit report. Call Toll-Free: 1-877-322-8228; or Visit:

<https://www.annualcreditreport.com>; or Contact any one or more of the national consumer reporting agencies:

Equifax:	P.O. Box 740241, Atlanta, GA 30374-0241	(800) 685-1111	www.equifax.com
Experian:	P.O. Box 2002, Allen, TX 75013	(888) 397-3742	www.experian.com
TransUnion:	P. O. Box 1000, Chester, PA 19022	(800) 888-4213	www.transunion.com

“Fraud Alerts” and “Security Freezes”

Fraud Alert - You may have the right to place a fraud alert in your file to alert potential creditors that you may be a victim of identity theft. Creditors must then follow certain procedures to protect you; therefore, a fraud alert may delay your ability to obtain credit. An “initial fraud alert” stays in your file for at least 90 days. An “extended fraud alert” stays in your file for 7 years, and will require an *identity theft report* (usually, a filed police report).

You may place a fraud alert by calling any one of the three national consumer reporting agencies:

Equifax: 1-800-525-6285 **Experian:** 1-888-397-3742 **TransUnion:** 1-800-680-7289

Security Freeze – Some U.S. state laws, including in Massachusetts, provide the right to place a security freeze on your credit file, which prevents credit, loans and services from being approved in your name without your consent. Using a freeze may interfere with or delay your ability to obtain credit.

To place a freeze, send a request by mail to each consumer reporting agency (addresses below) with the following (if you are requesting a credit report for your spouse, this information must be provided for him/her as well): (1) Full name, with middle initial and any suffixes; (2) Social Security Number; (3) Date of Birth; (4) proof of current address (such as a utility bill or telephone bill) and list of any previous addresses for the past five years; (5) copy of a government issued identity card, and (6) copy of a police report, investigative report or complaint to law enforcement regarding identity theft. The consumer reporting agency may charge a fee up to \$5.00 to place, lift, and/or remove a freeze, unless you are a victim of identity theft or the spouse of a victim, and you have submitted a valid police report relating to the identity theft incident to the consumer reporting agency.

The consumer reporting agencies have three business days after receiving your letter to place a security freeze on your credit report. The credit bureaus must also send written confirmation to you within five business days and provide you with a unique PIN or password 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 consumer reporting agencies by mail and include proper identification (name, address, and SSN) 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 consumer reporting agencies have three business days after receiving your request to lift the security freeze for those identified entities or 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 SSN) and the PIN number or password provided to you when you placed the security freeze. The credit bureaus have three business days after receiving your request to remove the freeze.

Equifax Security Freeze: P.O. Box 105788, Atlanta, Georgia 30348

Experian Security Freeze: P.O. Box 9554, Allen, TX 75013

TransUnion (Fraud Victim Assistance Division): P.O. Box 6790, Fullerton, CA 92834-6790