

EXHIBIT 1

The investigation into this situation is ongoing, and this notice will be supplemented with any new significant facts learned subsequent to its submission. By providing this notice, Dutch, LLC (“Dutch”) does not waive any rights or defenses regarding the applicability of California law or personal jurisdiction.

Background

Dutch is the owner and operator of the labels Joie and Equipment. Dutch identified unusual files on its e-commerce websites, Joie.com and Equipmentfr.com, and began investigating these files with third-party forensic investigators to determine what the files were and how they were placed on the e-commerce sites. On or around June 9, 2017, Dutch determined that those files were signs of a sophisticated cyber-attack that resulted in the potential compromise of some customers’ debit and credit card data. On or around July 7, 2017, it was determined that debit or credit cards used at www.joie.com between December 25, 2016 and January 26, 2017 and debit or credit cards used at www.equipmentfr.com between June 9, 2016 and June 6, 2017 could be impacted by this incident.

As part of this ongoing investigation, Dutch determined that the following types of information relating to the two thousand six hundred and fifty (2,650) California residents could be collected by the malicious files: name, address, card number, expiration date, and CVV.

Notice to California Residents

Dutch is mailing written notice of this incident to these two thousand six hundred and fifty (2,650) California residents on August 17, 2017 in substantially the same form as the letter attached hereto as *Exhibit A*.

Other Steps Taken and to Be Taken

Dutch’s investigation into this incident is ongoing. Dutch is providing all individuals with helpful information on how to protect against identity theft and fraud. Dutch is also taking steps to mitigate the risk that an event like this happens again by implementing additional procedures to further protect the security of customer debit and credit cards. In addition to providing notice of this incident to your office, Dutch has provided notice of this incident to certain other state regulators as required.

EXHIBIT A

DUTCH, LLC

<<MemberFirstName>> <<MemberMiddleName>> <<MemberLastName>> <<Date>> (Format: Month Day, Year)
<<Address1>>
<<Address2>>
<<City>>, <<State>> <<ZipCode>>

Re: Notice of Data Breach

Dear <<MemberFirstName>> <<MemberLastName>>,

Dutch, LLC is writing to provide notice on behalf of our online store, Joie.com. We recently learned that we were the victims of a sophisticated cyber-attack that may affect the security of your payment information. As such, we are providing you with information about the incident, steps we are taking in response, and steps you can take to protect against fraud should you feel it is appropriate.

What Happened? We have been investigating unusual files on our e-commerce website with third-party forensic investigators to determine what the files are and how they were placed on our e-commerce site. On or around June 9, 2017, we determined that those files were signs of a sophisticated cyber-attack that resulted in the potential compromise of some customers' debit and credit card data. On or around July 7, 2017 it was determined that debit or credit cards used at www.joie.com between December 25, 2016 and January 26, 2017 could be impacted by this incident. This incident only relates to purchases made on our website and did not affect in-store purchases at any Joie locations.

What Information Was Involved? Since discovering the files, we have been working with the third-party forensic investigators to determine what happened, what information was affected and to whom that information may relate. The investigation has determined the following information could be collected by the malicious files: name, address, card number, expiration date, and CVV.

What We Are Doing. We take this event, and the security of your information, seriously. In addition to taking the steps detailed above and providing notice to you, we have implemented additional procedures to further protect the security of customer debit and credit cards including the removal of the malicious files at issue, which prevents any further unauthorized access to customer debit or credit card information. In addition, we continue to work with third-party forensic investigators to ensure the security of our systems and will continue to work to secure your information in the future. We are also notifying certain state regulators of this incident as required.

What You Can Do. Please review the enclosed *Steps You Can Take to Protect Your Information* for additional information on how to better protect against identity theft and fraud. We encourage you to remain vigilant against incidents of identity theft by reviewing your account statements regularly and monitoring your credit reports for suspicious activity.

For More Information. The trust of our customers is paramount to us. Should you have any questions about the content of this letter or ways you can better protect yourself from the possibility of identity theft, we encourage you to call the dedicated assistance line, staffed by professionals who are experienced in working through situations like this, at 1-844-530-4134 between 9:00 a.m. and 6:00 p.m. ET, Monday through Friday, excluding major holidays.

Sincerely,

Scott Jameson

Scott Jameson
Chief Operating Officer

STEPS YOU CAN TAKE TO PROTECT YOUR INFORMATION

We encourage you to remain vigilant against incidents of identity theft and fraud, to review your account statements, and to monitor your credit reports for suspicious activity. Under U.S. law you are entitled to one free credit report annually from each of the three major credit reporting bureaus. To order your free credit report, visit www.annualcreditreport.com or call, toll-free, 1-877-322-8228. You may also contact the three major credit bureaus directly to request a free copy of your credit report.

At no charge, you can also have these credit bureaus place a “fraud alert” on your file that alerts creditors to take additional steps to verify your identity prior to granting credit in your name. Note, however, that because it tells creditors to follow certain procedures to protect you, it may also delay your ability to obtain credit while the agency verifies your identity. As soon as one credit bureau confirms your fraud alert, the others are notified to place fraud alerts on your file. Should you wish to place a fraud alert, or should you have any questions regarding your credit report, please contact any one of the agencies listed below.

Equifax

P.O. Box 105069
Atlanta, GA 30348
800-525-6285
www.equifax.com

Experian

P.O. Box 2002
Allen, TX 75013
888-397-3742
www.experian.com

TransUnion

P.O. Box 2000
Chester, PA 19022-2000
800-680-7289
www.transunion.com

You may also place a security freeze on your credit reports. A security freeze prohibits a credit bureau from releasing any information from a consumer’s credit report without the consumer’s written authorization. However, please be advised that placing a security freeze on your credit report may delay, interfere with, or prevent the timely approval of any requests you make for new loans, credit, mortgages, employment, housing, or other services. If you have been a victim of identity theft, and you provide the credit bureau with a valid police report, it cannot charge you to place, lift or remove a security freeze. In all other cases, a credit bureau may charge you a fee to place, temporarily lift, or permanently remove a security freeze. You will need to place a security freeze separately with each of the three major credit bureaus listed above if you wish to place a freeze on all of your credit files. 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
(NY residents please call
1-800-349-9960)
www.freeze.equifax.com

Experian Security Freeze

P.O. Box 9554
Allen, TX 75013
1-888-397-3742
www.experian.com/freeze/center.html

TransUnion

PO Box 2000
Chester, PA 19022-2000
1-888-909-8872
www.transunion.com/securityfreeze

You can further educate yourself regarding identity theft, fraud alerts, and the steps you can take to protect yourself, by contacting the Federal Trade Commission or your state Attorney General. The Federal Trade Commission can be reached at: 600 Pennsylvania Avenue NW, Washington, DC 20580; www.identitytheft.gov; 1-877-ID-THEFT (1-877-438-4338); and TTY: 1-866-653-4261. The Federal Trade Commission also encourages those who discover that their information has been misused to file a complaint with them. **For Maryland residents**, the Attorney General can be reached at: 200 St. Paul Place, 16th Floor, Baltimore, MD 21202; 1-888-743-0023; and www.oag.state.md.us. **For North Carolina residents**, the Attorney General can be contacted by mail at 9001 Mail Service Center, Raleigh, NC 27699-9001; toll-free at 1-877-566-7226; by phone at 1-919-716-6400; and online at www.ncdoj.gov. **For Rhode Island residents**, the Attorney General can be contacted by mail at 150 South Main Street, Providence, RI 02903; by phone at (401) 274-4400; and online at www.riag.ri.gov. A total of 17 Rhode Island resident may be impacted by this incident. **For New Mexico residents**, you have rights pursuant to the Fair Credit Reporting Act, such as the right to be told if information in your credit file has been used against you, the right to know what is in your credit file, the right to ask for your credit score, and the right to dispute incomplete or inaccurate information. Further, pursuant to the Fair Credit Reporting Act, the consumer reporting agencies must correct or delete inaccurate, incomplete, or unverifiable information; consumer reporting agencies may not report outdated negative information; access to your file is limited; you must give your consent for credit reports to be provided to employers; you may limit “prescreened” offers of credit and insurance you get based on information in your credit report; and you may seek damages from violator. You may have additional rights under the Fair Credit Reporting Act not summarized here. Identity theft victims and active duty military personnel have specific additional rights pursuant to the Fair Credit Reporting Act. We encourage you to review your rights pursuant to the Fair Credit Reporting Act by visiting www.consumerfinance.gov/f/201504_cfpb_summary_your-rights-under-fcra.pdf, or by writing Consumer Response Center, Room 130-A, Federal Trade Commission, 600 Pennsylvania Ave. N.W., Washington, D.C. 20580. Customers have the right to file a police report if they ever experience identity theft or fraud. Please note that in order to file a crime report or incident report with law enforcement for identity theft, customers will likely need to provide some kind of proof that they have been a victim. Instances of known or suspected identity theft should also be reported to law enforcement. This notice has not been delayed as a result of a law enforcement investigation.

DUTCH, LLC

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Experian Security Freeze

P.O. Box 9554
Allen, TX 75013
1-888-397-3742
www.experian.com/freeze/center.html

TransUnion

PO Box 2000
Chester, PA 19022-2000
1-888-909-8872
www.transunion.com/securityfreeze

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