

[REDACTED]

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**From:** NoReply@Certifikid.com  
**Sent:** [REDACTED]  
**Subject:** [TEST] Notice of Account Information

[REDACTED] [REDACTED]  
[REDACTED] [REDACTED]

This is a **preview email**.

### Notice of Data Breach

Dear [REDACTED],

We are writing to inform you of a recent data breach that may have affected the security of your personal information.

#### What happened?

On March 25, 2016, CertifiKid discovered malicious software code that was inserted by unknown individuals into the server of its e-commerce website between the dates of January 25, 2016 and March 19, 2016. As a result, CertifiKid learned that an unauthorized party accessed customer data housed on its server.

Upon discovering the unauthorized access, we immediately conducted a thorough investigation, which involved a comprehensive investigation of the site and implementation of measures to defend against any further attacks. We consulted with third party experts to assist us with this response, and we are following their recommendations to protect the affected persons and to ensure that this type of disclosure will not again occur.

#### What information was involved?

Our server houses our customer database. This database contains general user profile information including first and last name, email address, account username, and user profile password.

#### What does this mean to you?

While we have no evidence that your personal information has been used without authorization, your personal information may be at risk. Cyber criminals sometimes use information such as an email address, username or password to attempt to gain access to your other personal information or online accounts.

For example:

- Cyber criminals may use your personal information to check other websites that allow email addresses to be used as a username.
- Cyber criminals may use your email address and CertifiKid user profile password to attempt to log in to other online accounts.
- Cyber criminals may attempt to retrieve the username and password on other online accounts by clicking the “Forgot Username” and “Forgot Password” prompts that are found on most websites. If the email on record is the same as the compromised one, the cyber criminal may gain access by intercepting the recovery email sent to the compromised email account.
- You may receive spam emails, which may include the following types of spam:
  - General Spam (Phishing): These spam emails will have subject lines crafted to entice you to open them. Once opened, these emails will likely contain a link to a malicious website or document that will download malware onto the victim’s computer
  - Customized Spam (Spear-Phishing): You may receive a spam email customized for your location, and the spam email may promote items you typically buy or stores you typically buy from.
  - Spam Bot: Cyber criminals may be able to use compromised email accounts to send out spam emails from the victim’s contact list. Because these emails are sent from a known sender, a targeted victim is more likely to open the email and potentially click on the malicious link embedded within the email.

**What we are doing.**

Since discovering the vulnerability, CertifiKid has taken immediate measures to prevent further unauthorized access to customer information. To help relieve concerns and instill confidence following this incident, we have secured the services of Kroll to provide you with Kroll Identity Theft Consultation and Restoration Services at no cost to you for one year. You are automatically enrolled in this product and this service is now available to you. Your membership number is listed below. To consult with a Kroll licensed investigator about the most effective ways to protect your identity, or to use the identity restoration service in the event that you become a victim of identity theft, please call 1-855-781-0038.

Your Membership Number is **142357869**

[Click here to download a description of your Identity Consultation and Identity Restoration Services.](#)

[Click here to download Additional Resources.](#)

**For more information, please contact Kroll's call center.**

In order to more efficiently answer any questions you may have related to this incident, CertifiKid has established a call center service so that you can speak with a live operator. If you have questions, please call 1-855-781-0038, Monday through Friday from 9:00 a.m. to 6:00 p.m. Eastern Time. Please have your membership number ready.

**What you can do.**

We ask that you remain vigilant with respect to your personal information and we encourage you to consider the following steps:

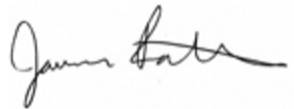
- Be on your guard for spam emails. Be careful not to open emails from an unfamiliar sender.

- If you think that you have opened a phishing email that involved a scam, scan your computer with an updated anti-virus program.
- If you use your email address as a username at other online accounts, consider changing your username.
- If you reuse passwords across websites, you run the risk of having your password compromised on your other online accounts. Consider updating your passwords on other online accounts as soon as possible.
- Update your CertifiKid user profile password.

We take the protection of your personal information very seriously and regret any inconvenience. If you have any questions regarding this notification, please contact us at 1-855-781-0038.

Sincerely,

CertifiKid LLC

A handwritten signature in black ink, appearing to read "Jamie P. Ratner", is positioned above the printed name and title.

Jamie P. Ratner  
CEO

P.O. Box 60871 | Potomac, MD 20854 US

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