



Return Mail Processing  
 PO Box 589  
 Claysburg, PA 16625-0589

October 2, 2020

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SAMPLE A SAMPLE - L02 CA  
 APT #123  
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 ANYTOWN, US 12345-6789



Dear Sample A Sample,

<b>NOTICE OF DATA BREACH</b>	
<b>What Happened?</b>	We are writing to inform you that on September 2, 2020, PupBox (a business unit of Petco Animal Supplies Stores, Inc.) became aware of a security incident which affected the PupBox website and may have resulted in a breach of your personal information. On August 7, 2020, we received a notification that fraudulent activities may have occurred on credit cards that were used on the PupBox website between February 26, 2020 and July 21, 2020. We promptly launched an investigation with the assistance of a leading cybersecurity firm, which revealed an unauthorized plugin on the PupBox website. The plugin allowed personal information to be captured and shared with a third-party server between February 11, 2020 and August 9, 2020.
<b>What Information Was Involved?</b>	The personal information exposed in this incident may include your name, email address, address, credit card number, credit card expiration date, credit card CVV code, and your Pupbox.com password. The investigation confirmed that there was no further sensitive information involved in this incident, such as Social Security Numbers.
<b>What We Are Doing.</b>	We have resolved this incident and are taking steps to prevent an attack in the future and are making additional improvements that strengthen PupBox's cybersecurity protections. We have established a toll-free number you may call if you have any questions. We take protecting your personal information very seriously and apologize for any inconvenience this incident may have caused.

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<b>What You Can Do.</b>	The Federal Trade Commission (FTC) recommends that you remain vigilant by checking your credit reports periodically. Checking your credit reports periodically can help you spot problems and address them quickly. You can also order free copies of your annual reports through <a href="http://www.annualcreditreport.com">www.annualcreditreport.com</a> . You should also monitor your financial accounts for any suspicious activity. For more information about steps you can take to reduce the likelihood of identity theft or fraud, call 1-877-ID-THEFT (877-438-4338), visit the FTC's websites at <a href="http://www.consumer.ftc.gov/topics/identity-theft">www.consumer.ftc.gov/topics/identity-theft</a> or <a href="http://www.identitytheft.gov">www.identitytheft.gov</a> , or write to: Federal Trade Commission, 600 Pennsylvania Avenue, NW, Washington, D.C. 20580. If you believe you are the victim of identity theft, you should immediately contact your local law enforcement agency, your state attorney general, or the FTC.
<b>For More Information.</b>	Call (855) 223-4413. When calling the toll-free number, please provide the following engagement number: B004725.

We value you as a customer and Pet Parent. We respect your privacy rights and we sincerely regret that this incident occurred. If you have any questions, please feel free to contact us at (855) 223-4413 between M-F 6 am – 8 pm PST; Sat-Sun 8 am - 5 pm PST. When calling the toll-free number, please provide the following engagement number: B004725.

Sincerely,

Ben Zvaifler  
PupBox