



FASHION TO FIGURE

Return Mail Processing Center  
PO Box 6336  
Portland, OR 97228-6336

<mail id>  
< First Name >>> <Last Name>>>  
<Address1 >  
<Address2 >  
<City > <State> <Zip >

Date:

Dear <<First Name>>:

We are writing to inform you of a recent security incident that may have resulted in the exposure of your personal information. Fashion to Figure noticed that a page on its website was not loading properly, and immediately investigated the situation. The investigation results indicate that there may have been unauthorized access to your name, customer ID, address, phone number, email address, and credit card information. We apologize for any inconvenience this situation may cause you. We take this matter seriously, and are offering identity theft recovery services through ID Experts\*, the data breach and recovery services expert. ID Experts' fully managed recovery services will provide you 12 months of complete access to their fraud resolution representatives. With this protection, ID Experts will help you resolve issues if your identity is compromised, even if the compromise does not stem from this situation. You may contact the toll-free number listed below if you have any questions, or would like to access these services at no cost to you.

**What Happened?**

On October 16, 2015, we noticed that a page on our website, which was managed by a third party web hosting firm, was loading slowly. Through investigation, we learned that malware had been installed on the hosting firm's webserver on or around May 19, 2015. Your credit card information was located on the impacted webserver. We are sending this letter so that you are aware of this situation, and to provide you with identity theft protection services.

**What Steps Have Been Taken?**

Immediately upon learning of this situation, we took several steps to close the security vulnerability. The website page was taken down, and malware was removed from the system. We also have taken steps to prevent this type of event from happening again, including switching web hosting firms, changing administrative passwords, applying up-to-date patches, and performing a virus scan on all company computers. Additional employee training also has been provided.

If you have any questions, please call our dedicated toll-free number: 877-868-0171, Monday through Friday from 8:00am-8:00pm CST.

We sincerely regret any inconvenience or concern this situation may cause.

Sincerely,

Michael Kaplan  
Co-founder & CEO, Fashion to Figure

## State Notification Requirements

### All States.

You may obtain a copy of your credit report or request information on how to place a fraud alert or security freeze by contacting any of the national credit bureaus below. It is recommended that you remain vigilant for incidents of fraud and identity theft by reviewing credit card account statements and monitoring your credit report for unauthorized activity.

Equifax  
P.O. Box 740241  
Atlanta, GA 30374  
1-800-685-1111  
www.equifax.com

Experian  
P.O. Box 2104  
Allen, TX 75013  
1-888-397-3742  
www.experian.com

TransUnion  
P.O. Box 2000  
1-800-888-4213  
Chester, PA 19022  
www.transunion.com

### For residents of Massachusetts.

It is required by state law that you are informed of your right to obtain a police report if you are a victim of identity theft.

### For residents of Massachusetts and West Virginia.

You also have the right to place a security freeze on your credit report by contacting any of the credit bureaus listed at above. A security freeze is intended to prevent credit, loans and services from being approved in your name without your consent.

To place a security freeze on your credit report, you may be able to use an online process, an automated telephone line or a written request. The following information must be included when requesting a security freeze (note that 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) current address and any previous addresses for the past five years; and (5) any applicable incident report or complaint with a law enforcement agency or the Registry of Motor Vehicles. The request must also include a copy of a government-issued identification card and a copy of a recent utility bill or bank or insurance statement. It is essential that each copy be legible, display your name and current mailing address, and the date of issue. The consumer reporting agency may charge a fee of up to \$5.00 to place a freeze or lift or remove a freeze and free if you are a victim of identity theft or the spouse of a victim of identity theft, and you have submitted a valid police report relating to the identity theft incident to the consumer reporting agency.

### For residents of Iowa, Maryland, Michigan, Missouri, North Carolina, Oregon, and West Virginia.

It is required by state laws to inform you that you may obtain a copy of your credit report, free of charge, whether or not you suspect any unauthorized activity on your account.

### For residents of Iowa.

State law advises you to report any suspected identity theft to law enforcement or to the Attorney General.

### For residents of Oregon.

State laws advise you to report any suspected identity theft to law enforcement, as well as the Attorney General and Federal Trade Commission.

### For residents of Illinois, Maryland and North Carolina.

You can obtain information from the Federal Trade Commission, and for residents of Maryland and North Carolina, from your respective state Office of the Attorney General, about fraud alerts, security freezes, and steps you can take toward preventing identity theft.

Federal Trade Commission  
Consumer Response Center  
600 Pennsylvania Avenue, NW Washington, DC 20580  
1-877-IDTHEFT (438-4338)  
www.ftc.gov

Maryland Office of the Attorney General  
Consumer Protection Division  
200 St. Paul Place  
Baltimore, MD 21202  
1-888-743-0023  
www.oag.state.md.us

North Carolina Office of the Attorney General  
Consumer Protection Division  
9001 Mail Service Center  
Raleigh, NC 27699-9001  
1-877-566-7226  
www.ncdoj.com