

Important Information About Your Account

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A Message from Customer Care

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NOTICE OF DATA BREACH

Dear _____:

Protecting the security of our customers' information is something we take very seriously at QVC and we understand the importance of limiting the use of personal information. Today, we are writing to you about an issue regarding your information.

What Happened

QVC uses technology to track activities that occur on its website, and the tracking technology sends data to companies that provide services to QVC. We recently learned that as the result of a technical setting, instead of sending anonymous data, the tracking technology unintentionally sent limited information about website visitors to those online marketing partners. While the information was sent securely, neither QVC nor the online marketing partners intended for this data to be sent.

What Information Was Involved

The information about you that was sent includes your email address and password used to access your QVC account.

What We Are Doing

As soon as we learned of this, we immediately corrected the setting and suspended sending the information to the online marketing partners.

What You Can Do

For additional security of your QVC account, we deleted your password. Your account password has a minimum of 8 characters, letters and numbers that you would have previously created. We request that you take the following steps:

- **Please use this link to [reset your password](#) at your earliest convenience.** Or, you can log in today and change your password by going to QVC.com, My Account, and selecting Password in the Personal Information section. As always, you can call 800-600-3125 for assistance with password re-set.
- Also, if you use the same account credentials (email address and password or just the password) for other websites, we recommend that you change your password on those sites as well. If you have additional questions, please contact us at 800-600-3125.

For More Information

As a general security best practice, we encourage customers to consider taking the following steps:

- Regularly change passwords for websites you use and always use a combination of letters, numbers and special characters.
- It is best to use separate passwords for all separate log in credentials. More information on creating strong passwords can be found on the US Department of Homeland Security website here: <https://www.dhs.gov/blog/2013/05/08/protecting-your-personal-information-secure-passwords>.
- If you see any discrepancies in your QVC account in the coming days, like orders you didn't place, or have trouble accessing your account, or have any questions, please call us at 800-600-3125.

For your inconvenience, we have credited \$10 to your account. We value our relationship with all customers and sincerely apologize for any inconvenience this incident has caused. If you have any questions, please call 800-600-3125.

Sincerely,

Lisa Norden
Vice President, Customer Service & Experience
QVC, Inc.

QVC Everywhere STAY CONNECTED >



Please add us to your contact list so you don't miss an email:
customer.care@qvcservices.qvcemail.com

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