

[DATE]

[INDIVIDUAL NAME]

[STREET ADDRESS]

[CITY, STATE AND POSTAL CODE]

Dear [INDIVIDUAL NAME]:

This is in regards to an account you created by registering as a designer on either Hatchwise.com or eLogoContest.com.

We value your business and respect the privacy of your information, which is why, as a precautionary measure, we are writing to let you know about a data security incident that involves your personal information.

On or about August 5th, 2014, an intruder illegally gained access to a Geekface LLC server. The data accessed included personal information such as names, addresses, birth dates, usernames and passwords, and social security numbers. The data accessed did not include any account numbers, credit or debt card numbers or other financial information.

Geekface LLC values your privacy and deeply regrets that this incident occurred. Geekface LLC has conducted a thorough review of the potentially affected records/databases in order to ensure that their full integrity has been restored. Further, we have also implemented additional security measures designed to prevent a recurrence of such an attack, and to protect the privacy of Geekface LLC valued customers and designers. Finally, we are working closely with law enforcement to ensure the incident is properly addressed.

As a precautionary measure, we recommend that you remain vigilant by reviewing your account statements and credit reports closely. If you detect any suspicious activity on an account, you should promptly notify the financial institution or company with which the account is maintained. You also should promptly report any fraudulent activity or any suspected incidence of identity theft to proper law enforcement authorities, your state attorney general, and/or the Federal Trade Commission.

To file a complaint with the FTC, go to www.ftc.gov/idtheft or call 1-877-ID-THEFT (877-438-4338). Complaints filed with the FTC will be added to the FTC's Identity Theft Data Clearinghouse, which is a database made available to law enforcement agencies.

You may obtain a free copy of your credit report from each of the three major credit reporting agencies once every 12 months by visiting <http://www.annualcreditreport.com>, calling toll-free 877-322-8228, or by completing an Annual Credit Report Request Form and mailing it to Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348. You can print a copy of the request form at <https://www.annualcreditreport.com/cra/requestformfinal.pdf>. Or you can elect to purchase a copy of your credit report by contacting one of the three national credit reporting agencies. Contact information for the three national credit reporting agencies for the purpose of requesting a copy of your credit report or for general inquiries is provided below:

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

Experian
(888) 397-3742
www.experian.com
P.O. Box 9532
Allen, TX 75013

TransUnion
(800) 916-8800
www.transunion.com
P.O. Box 6790
Fullerton, CA 92834

Additionally, you may want to consider] placing a fraud alert on your credit report. An initial fraud alert is free and will stay on your credit file for at least 90 days. The alert informs creditors of possible fraudulent activity within your report and requests that the creditor contact you prior to establishing any accounts in your name. To place a fraud alert on your credit report, contact any of the three credit reporting agencies using the contact provided above.

In some states you have the right to put a security freeze on your credit file. This will prevent new credit from being opened in your name without the use of a PIN number that is issued to you when you initiate the freeze. A security freeze is designed to prevent potential creditors from accessing your credit report without your consent. As a result, using a security freeze may interfere with or delay your ability to obtain credit. You must separately place a security freeze on your credit file with each credit reporting agency.

You may wish to review the tips provided by the Federal Trade Commission on how to avoid identity theft. For more information, please visit <http://www.ftc.gov/idtheft> or call 1-877-ID-THEFT (877-438-4338). A copy of Take Charge: Fighting Back Against Identity Theft, a comprehensive guide from the FTC to help you guard against and deal with identity theft, can be found on the FTC's website at <http://www.ftc.gov/bcp/edu/pubs/consumer/idtheft/idth04.shtm>.

Please be advised, any suspected identity theft should be reported to local law enforcement agencies and/or your state's attorney general.

Maryland residents may also wish to review information provided by the Maryland Attorney General on how to avoid identity theft at <http://www.oag.state.md.us/idtheft>, or by sending an email to idtheft@oag.stat.md.us, or calling 410-576-6491.

North Carolina residents may also wish to review information provided by the North Carolina Attorney General regarding identity theft at <http://www.ncdoj.gov/Help-for-Victims/ID-Theft-Victims.aspx> and may contact the North Carolina Attorney General's office by phone at 1-877-5-NO-SCAM (1-877-566-7226), by mail at 9001 Mail Service Center, Raleigh, NC 27699-9001, or at <http://www.ncdoj.gov>.

For further information and assistance, please contact Geekface LLC at 1-800-303-0911 between 10 a.m.- 5 p.m. EST Mon-Fri, or visit Hatchwise.com.

We sincerely apologize that this unfortunate event has occurred, and promise you that we are dedicated to keeping your information secure, and giving you the great experience you have come to expect.

Sincerely,

George Ryan
CEO
Geekface LLC / Hatchwise
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