



June 11, 2015

Dear CUSTOMER,

We greatly value you as a customer and respect the privacy of your information. We are writing to inform you that our consumer direct sales systems provider, Missing Link Networks, Inc., ("Missing Link") notified us on May 27, 2015 of a security incident involving credit and debit card data. Missing Link has advised us that during the window of April 1, 2015 to April 30, 2015, a third party might have gained access to certain personal information, including customer names, card numbers, related payment addresses, passwords, and dates of birth. Missing Link has notified the credit and debit card companies and supplied them detailed information on the affected accounts, and we've been assured that these accounts are being monitored for fraud. Missing Link has told us that it has taken aggressive action to upgrade its security, including making a sizable investment in system enhancements, and has assured us that the security breach has been contained, and customers may safely use their credit and debit cards.

Although the incident has been addressed, it has been recommended we advise you to log into your Heitz Wine Cellars account and change your password. To date, we have not received any customer notifications regarding fraudulent activity. We encourage you to monitor your credit and debit card accounts and notify your bank if you detect any suspicious activity. It should be noted that Heitz Wine Cellars is only one of many Missing Link clients that have been affected, so it's possible that you may receive similar notifications from other wineries.

As a proactive measure, we also encourage you to consult the attached information concerning additional steps you can take to protect your credit, your accounts, and your identity. You may wish to contact your credit card company or financial institution to determine what additional security or other protective measures might be taken. In addition, Missing Link itself is offering you, as our customer, a number of options to protect your information, including using Identity Theft Resource Center (ITRC), which Missing Link has represented will provide toll-free, no cost counseling to help resolve fraudulent charges and provide support and counseling in the instance of identity theft, if any. Please contact [itrc@idtheftcenter.org](mailto:itrc@idtheftcenter.org) for more information. Complete details on Missing Link's initial notification, and any public updates regarding the ongoing investigation, can be viewed on its website at [www.ecellar1.com/faq](http://www.ecellar1.com/faq).

We sincerely apologize for any inconvenience that this incident may cause you. If you have any further questions please call us at (707) 963-3542 or email [info@heitzcellar.com](mailto:info@heitzcellar.com). Thank you for your continued support of Heitz Wine Cellars.

Sincerely,

Kathleen Heitz Myers  
President  
Heitz Wine Cellars

**ADDITIONAL INFORMATION**

**Review Your Account Statements and Notify Law Enforcement of Suspicious Activity**

We recommend that you contact your credit or debit card issuer to determine whether a new card should be issued and whether additional levels of security or protective measures should be placed on the account. We also recommend that you remain vigilant by reviewing your account statements and credit reports closely, and that you should not provide personal information in response to suspicious emails, especially including those from an unknown source/sender. 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 should also 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. In Massachusetts, you have the right to obtain a police report if you are a victim of identity theft.

**Copy of Credit Report**

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. The FTC advises that you do not contact the three nationwide credit reporting companies individually, because they are providing free annual credit reports only through [www.annualcreditreport.com](http://www.annualcreditreport.com), 1-877-322- 8228 or mailing to Annual Credit Report Request Service.

Upon receipt of your credit report, we recommend that you review the “inquiries,” section for names of any creditors from whom you have not requested credit, and the “personal information,” section for any inaccuracies. Any unusual activity or information could be a sign of potential identify theft. If you observe such information, contact the credit bureau listed at the top of the report. Your credit report will be reviewed by the bureau staff with you, and if any information cannot be explained, you may need to contact the creditors involved

Contact information for the three national credit reporting agencies is below:

<b>Equifax</b>	<b>Experian</b>	<b>TransUnion</b>
P.O. Box 740241 Atlanta, Georgia 30374 1-800-685-1111 (general) 1-888-766-0008 (fraud alert) 1-800-685-1111 (security freeze) <a href="http://www.equifax.com">www.equifax.com</a>	P.O. Box 2104 Allen, TX 75013 1-888-397-3742 <a href="http://www.experian.com">www.experian.com</a>	P.O. Box 2000 Chester, PA 19022 1-800-888-4213 (general) 1-800-680-7289 (identity theft and fraud) <a href="http://www.transunion.com">www.transunion.com</a>

**Fraud Alert**

You may also want to consider placing a fraud alert on your credit report. An initial fraud alert is free and will state 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 identified above.

### **Security Freeze**

In some U.S. 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. Additionally, if you request a security freeze from a consumer reporting agency there may be a fee of up to \$5 to place, lift, or remove the security freeze. In order to place a security freeze, you may be required to provide the consumer reporting agency with information that identifies you including your full name, Social Security number, date of birth, current and previous addresses, a copy of your state-issued identification card, and a recent utility bill, bank statement or insurance statement.

### **Additional Free Resources on Identity Theft**

Finally, 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 Taking Charge What to Do If Your Identity Is Stolen, 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/idt04.shtm>.

Maryland residents may 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.statemd.us](mailto:idtheft@oag.statemd.us), or calling 410-576-6491.

North Carolina residents may wish to review information provided by the North Carolina Attorney General at <http://www.ncdoj.gov>, by calling 877-566-7226, or writing to 9001 Mail Service Center, Raleigh, NC 27699.