



C/O IDX

<<Return Address>>
<<City>>, <<State>> <<Zip>>

To Enroll, Please Call:
(833) 791-1660
Or Visit:
<https://app.idx.us/account-creation/protect>
Enrollment Code: [XXXXXXXXXX]

November 12, 2020

<<First Name>> <<Last Name>>
<<Address1>> <<Address2>>
<<City>>, <<State>> <<Zip>>

NOTICE OF DATA BREACH

To our valued **Customer/Team Member**:

We are writing to inform you of a data security incident that occurred earlier this year that impacted the business systems of International Cosmetics & Perfumes, a subsidiary of Cosmetique et Parfum International (CPI). We recently became aware that due to a series of phishing attacks that compromised the email accounts of some of our employees, an unauthorized individual may have had the opportunity to gain access to your personal information. While we do not have any indication that your personal information has been accessed or used, we are notifying you out of an abundance of caution to make you aware of these events.

What Happened

Between April and May 2020, certain email accounts of International Cosmetics & Perfumes’ employees were affected by a business email compromise attack. We learned about the attack following an attempt to divert funds to an authorized account. Upon learning of the incident, we terminated access to the accounts and took steps to mitigate the risks, including engaging local law enforcement and various cyber security experts. We continue to work closely with these experts as we investigate the matter in a safe and timely manner. As a result of our investigation, we have become aware that an unknown actor may have been able to access the personal information on our systems. To date, we have no indication that any personal information beyond the compromised account information was acquired or used.

What Information Was Involved

We do not yet know whether the unauthorized access to International Cosmetics & Perfumes’ systems resulted in the actual exposure or copying of any of the information contained in the allegedly affected records. At this time, we do know that files affected by this attack may have contained the following categories of personal information including but not limited to: names, addresses, emails, phone numbers, business financial accounts and passwords, social insurance number or social security numbers, driver’s license, and other government-issued identification numbers.

What We Are Doing

International Cosmetics & Perfumes has been (and will continue) to work with our cyber and forensic experts to monitor the impact of this incident and any potential risks. In response to this attack, International Cosmetics & Perfumes has expanded its implementation of multi-factor authentication and endpoint security software, and enhanced security training for staff. We continue to assess and monitor new threats and security vulnerabilities on an ongoing basis.

Although International Cosmetics & Perfumes does not yet have sufficient information to determine whether your personal information was accessed, viewed or disclosed, we are notifying you of this information security incident on our servers based on the sensitivity of the information that could have been accessed.

To help protect your identity, we have secured a complimentary one-year membership for you to enroll in credit and CyberScan monitoring, a \$1,000,000 insurance reimbursement policy, and fully managed id theft recovery services. With this protection, IDX will help you resolve issues if your identity is compromised.

This product provides you with superior identity theft detection and resolution of identity theft.

To activate your membership and start monitoring your personal information please follow the steps below:

- Ensure that you **enroll by: [enrollment end date]** (Your code will not work after this date.)
- **Visit** the IDX website to enroll: <https://app.idx.us/account-creation/protect>

We know that this incident may create concern and confusion and that you may have questions. **For additional information or assistance, please contact IDX at (833) 791-1660 or go to <https://app.idx.us/account-creation/protect>.** We sincerely apologize for this incident and regret any inconvenience it may cause you.

Sincerely,

A handwritten signature in blue ink that reads "Emmanuel". The signature is written in a cursive style with a long horizontal stroke extending to the right.

Emmanuel Saujet
Co-Founder, Chief Executive Officer

ADDITIONAL RESOURCES AND SUGGESTIONS

Credit Report Security Freeze

- You may place a security freeze on your credit reports, which would prohibit a credit reporting agency from releasing any information from your credit report without your written permission.¹

Credit Report Fraud Alert

- You may place a fraud alert on your credit report, which may help prevent someone from opening accounts in your name or changing your existing accounts. You may contact any one of the major credit bureaus listed below to do so. When one credit bureau confirms your fraud alert, the others will be notified automatically of the alert.

Equifax²
P.O. Box 740256
Atlanta, GA 30374
800-766-0008
www.equifax.com

Experian³
P.O. Box 4500
Allen, TX 75013
888-397-3742
www.experian.com

TransUnion LLC
P.O. Box 2000
Chester, PA 19016
800-680-7289
www.transunion.com

Equifax Canada Co.
P.O. Box 190
Montreal, QC H1S 2Z2
800-465-7166
www.equifax.ca

TransUnion Canada Inc
3115 Harvester Road
Suite 201 Burlington ON L7N
3N8
800-508-2597
www.transunion.ca

- You may order a copy of your credit report. You are entitled to receive a free credit report annually from each of the credit bureaus (listed above). Even if you do not find suspicious activity on your initial credit reports, the Federal Trade Commission and Financial Consumer Agency of Canada recommends that you check your credit reports and credit card statements periodically.
- Remain vigilant in reviewing your account statements and monitoring free credit reports to protect yourself against fraud and identity theft.

Additional Information About Avoiding Identity Theft

- You may obtain additional information about how to avoid identity theft by contacting the Federal Trade Commission or Financial Consumer Agency of Canada.
 - Contact information for the Federal Trade Commission is: Federal Trade Commission, 600 Pennsylvania Avenue, NW, Washington, DC 20580, (202) 326-2222, www.ftc.gov.
 - Contact information for the Financial Consumer Agency of Canada is: Financial Consumer Agency of Canada, 427 Laurier Avenue West, 6th Floor, Ottawa, ON K1R 1B9, (866) 461-3222, <https://www.canada.ca/en/financial-consumer-agency/services/financial-toolkit/fraud/fraud-2/7.html>

¹You should be aware, however, that placing a security freeze on your credit report may delay, interfere with, or prevent the timely approval of any requests you make for new loans, credit mortgages, employment, housing or other services. A credit reporting agency may charge you fees for placing, removing, and replacing a security freeze. The fees vary from state to state or province to province and depend on your circumstances. If you are an identity-theft victim with a valid police report, a credit reporting agency may provide you with security freeze services free of charge.

² You may request an Equifax fraud alert online by visiting its Fraud Alert Website at https://www.alerts.equifax.com/AutoFraud_Online/jsp/fraudAlert.jsp.

³ You may request an alert by visiting its Credit Fraud Center at <https://www.experian.com/corporate/personal-services-contacts.html>.

Other

If you suspect that someone has stolen or misused your personal information or that you are a victim of identity theft, you should immediately report the incident to your local law enforcement.