



C/O ID Experts
P.O. Box 6336
Portland, OR 97228-6336

<<mail id>>
<<Name 1>>
<<Address 1>>
<<Address 2>>
<<City>><<State>><<Zip>>

<<Date>>

Notice of Data Breach

Dear <<Name 1>>,

We are writing to inform you of a data security incident that may have involved your payment card information. We take the privacy and security of your information very seriously and are writing to inform you of steps that may be taken to protect your payment card information.

What Happened

On August 23, 2016, we discovered that our payment card processing system may have been accessed without our authorization. We immediately launched a full investigation, including working with a third-party digital forensic investigator. We determined that the unauthorized access occurred intermittently between August 11 and August 16, 2016, and only affected customers entering a payment card new to our system. Our records indicate you made a purchase with us using a new card during this time. While not all cards used during this time period were necessarily affected, out of an abundance of caution, we are notifying you of this incident.

What Information Was Involved

The information included your name, billing address, payment card number, security code and expiration date.

What We Are Doing

We are notifying you of the incident and of the steps you can take to protect your payment card information. In addition, immediately following the discovery of the issue, we immediately remediated the issue to prevent further access and notified the payment card networks so they could coordinate with card issuing banks to monitor for fraudulent activity on cards used during the time frame that may have been compromised. Finally, we have made changes to our system and implemented additional safeguards to improve data security, with the goal of making it more difficult for a similar incident to occur in the future.

What You Can Do

You can follow the recommended steps on the additional pages to learn more on how to protect your payment card information. You can also contact ID Experts for more information by calling 1-844-801-5972. ID Expert representatives are available Monday through Friday from 6 am - 6 pm Pacific Time. ID Expert representatives have been fully versed on the incident and can answer questions or concerns you may have regarding protection of your personal information.

For More Information

You will find additional details on the enclosed Recommended Steps document. Also, you can call ID Experts at 1-844-801-5972 for any additional questions you may have.

Sincerely,

Crystal Estes

CFO, Lulu's Fashion Lounge, Inc.

(Enclosure)

Recommended Steps to help Protect your Information

Please Note: No one is allowed to place a fraud alert on your credit report except you, please follow the instructions below to place the alert.

- 1. Telephone.** Contact your card issuing bank to speak with a representative about the appropriate steps to take in protecting your card.
- To gain additional information about this event, Contact ID Experts at 1-844-801-5972.
- 3. Review your credit reports.** We recommend that you remain vigilant by reviewing account statements and monitoring credit reports. Under federal law, you also are entitled every 12 months to one free copy of your credit report from each of the three major credit reporting companies. To obtain a free annual credit report, go to www.annualcreditreport.com or call 1-877-322-8228. You may wish to stagger your requests so that you receive a free report by one of the three credit bureaus every four months.

If you discover any suspicious items, notify your card issuing bank immediately. In the unlikely event that you fall victim to identity theft as a consequence of this incident, they will work on your behalf to identify, stop and reverse the damage quickly.

You should also know that you have the right to file a police report if you ever experience identity fraud. Please note that in order to file a crime report or incident report with law enforcement for identity theft, you will likely need to provide some kind of proof that you have been a victim. A police report is often required to dispute fraudulent items. You can report suspected incidents of identity theft to local law enforcement or to the Attorney General.

4. Place Fraud Alerts with the three credit bureaus. You can place a fraud alert at one of the three major credit bureaus by phone and also via Experian's or Equifax's website. A fraud alert tells creditors to follow certain procedures, including contacting you, before they open any new accounts or change your existing accounts. For that reason, placing a fraud alert can protect you, but also may delay you when you seek to obtain credit. The contact information for all three bureaus is as follows:

Credit Bureaus

Equifax Fraud Reporting
1-800-525-6285
P.O. Box 740241
Atlanta, GA 30374-0241
www.alerts.equifax.com

Experian Fraud Reporting
1-888-397-3742
P.O. Box 9554
Allen, TX 75013
www.experian.com

TransUnion Fraud Reporting
1-800-680-7289
P.O. Box 2000
Chester, PA 19022-2000
www.transunion.com

It is necessary to contact only ONE of these bureaus and use only ONE of these methods. As soon as one of the three bureaus confirms your fraud alert, the others are notified to place alerts on their records as well. You will receive confirmation letters in the mail and will then be able to order all three credit reports, free of charge, for your review.

5. Security Freeze. By placing a security freeze, someone who fraudulently acquires your personal identifying information will not be able to use that information to open new accounts or borrow money in your name. You will need to contact the three national credit reporting bureaus listed above in writing to place the freeze. Keep in mind that when you place the freeze, you will not be able to borrow money, obtain instant credit, or get a new credit card until you temporarily lift or permanently remove the freeze. The cost of placing the freeze varies by the state you live in and for each credit reporting bureau. The Credit Bureau may charge a fee of up to \$5.00 to place a freeze, lift, or remove a freeze. However, if you are a victim of identity theft and have filed a report with your local law enforcement agency or submitted an ID Theft Complaint Form with the Federal Trade Commission, there may be no charge to place the freeze.

6. You can obtain additional information about the steps you can take to avoid identity theft from the following agencies. The Federal Trade Commission also encourages those who discover that their information has been misused to file a complaint with them.

California Residents: Visit the California Office of Privacy Protection (www.privacy.ca.gov) for additional information on protection against identity theft.

Kentucky Residents: Office of the Attorney General of Kentucky, 700 Capitol Avenue, Suite 118 Frankfort, Kentucky 40601, www.ag.ky.gov, Telephone: 1-502-696-5300.

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

North Carolina Residents: Office of the Attorney General of North Carolina, 9001 Mail Service Center Raleigh, NC 27699-9001, www.ncdoj.com/, Telephone: 1-919-716-6400.

Rhode Island Residents: Office of the Attorney General, 4800 Tower Hill Road, Suite 152, Wakefield, RI 02879, www.ri.gov/, Telephone 401-782-4150

All US Residents: Identity Theft Clearinghouse, Federal Trade Commission, 600 Pennsylvania Avenue, NW Washington, DC 20580, www.consumer.gov/idtheft, 1-877-IDTHEFT (438-4338), TDD: 1-202-326-2502.