



Dear ,

We are sorry to inform you that we have been the victim of a cyber-attack on our website. Given the nature of the attack, we have to assume it has resulted in the loss of your personal data.

As soon as we became aware of the attack on 28th July, we commissioned a forensic team to locate the malware, identify the compromised data and prevent any further loss.

In accordance with our regulatory obligations and our duty of care for our customers, we are contacting all customers who ordered from mioskincare.com from 29th April to 28th July 2015 to ensure we protect every Mio customer. This is the first time we believe our website has been subject to such an attack and want to assure you we are doing everything possible and are being advised by highly experienced specialists. We have already informed all relevant credit card companies and they may have been in contact with you.

The personal data that we believe has been compromised is:

- The first name and surname of the customer
- The email of the customer
- The billing address and telephone number of the customer and, if different, a shipping address
- The card number, expiry date and 3-digit security code of the credit or debit card used to pay for the product.

We are contacting you now because we believe you are one of our valued Mio customers that have been affected. Consequently, the personal data including the credit or debit card that you used may have been the subject of fraudulent activity. As I have said above, to mitigate the risk we have notified the acquiring bank who will be contacting all the relevant credit and debit card issuers who may, in turn, contact you themselves. All cards affected will be cancelled.

In the meantime, we recommend that you also take steps to prevent any fraudulent activity by cancelling the card yourself that you used to pay for products via our website and requesting a replacement from the card issuer. You may also want to consider registering for credit and identity protection provided by Equifax, TransUnion or Experian (details for how you can contact these protection agencies can be found at the bottom of this letter). They offer a free service for 30 days. Please be assured that we have not and do not pass your information on to any third party.

We are sorry for any inconvenience this may cause. Many companies may not choose to contact you direct in this way but we always believe in meeting our obligations and that honesty and transparency is the best policy and you have a right to know exactly what happened.

We have notified the Information Commissioner's Office of the breach as well as Action Fraud (The National Fraud and Cyber Crime Reporting Centre) in the UK along with your State Regulator and have taken considerable steps to ensure that our website is a safe environment for customers to continue shopping online in the future.

If you have any questions at all or would like more information on we have done to ensure that it cannot happen again, we would be happy to answer your queries. Your trust is really important to us.

Just call us between 9:00 a.m. – 5:00 p.m. PST on 1-888-962-6264 or send us an email at privacy@mioskincare.com.

Yours sincerely,

Sian Sutherland
Founding Partner – Chief
Mio and Mama Mio

Contact details for credit and identity protection agencies:

Experian P.O. Box 740241 Atlanta, GA 30374 800-685-1111

TransUnion P.O. Box 1000 Chester, PA 19022 800-888-4213

Equifax P.O. Box 2002 Allen, TX 75013 1-888-397-3742