

Mrs Prindables
6300 Gross Point Rd.
Niles, IL 60714

[Customer First Name] [Customer Last Name] [DATE]
[Address 1]
[Address 2] [City, State, Zip]

Notice of Data Breach

Dear Valued Customer:

Thank you for being a loyal Mrs Prindables customer. We are writing to you because of an incident involving some payment card transaction information ("Information") associated with purchase(s) you have made through our website *www.mrsprindables.com*, or our call center, with the following card(s):

[insert [CARD BRAND] ending [####]

Although we are unaware of any actual misuse of the Information provided by you or any of our customers, we are providing this letter about the incident because we take the security of our customers' information seriously.

We are voluntarily providing this information to you as a courtesy in the interest of keeping you fully informed.

What Happened?

Mrs Prindables along with a wide range of major retailers, utilizes a third party company named Aptos to operate and maintain the technology for website and telephone orders. On February 6, 2017, Aptos informed us that unauthorized person(s) electronically accessed and placed malware on Aptos' platform holding Information for 40 online retailers, including Mrs Prindables, from approximately February 2016 and ended in December 2016. Aptos has told us that it discovered the breach in November 2016, but was asked by law enforcement investigating the incident to delay notification to allow the investigation to move forward.

What Information Was Involved?

As you may recall from shopping on *www.mrsprindables.com* or ordering through our call center, the information we request for purchases of our products is limited. On February 6, 2017, Aptos informed us that the following information may have been exposed:

- first and last name,
- address,
- phone number,
- email address, and
- payment card number(s) with expiration date(s).

Note, your CVV (or security or access) code for your card was NOT exposed.

We immediately began investigating this matter and learned on February 9, 2017 that your Information may have been impacted by this incident.

What We Are Doing.

While our investigation continues, Aptos has advised us that it has worked with a leading cybersecurity firm to remove the malware responsible for this incident, has made security updates, strengthened access controls, and is monitoring its systems to further safeguard customer information. Aptos has also advised us that it has contacted and offered its cooperation to federal law enforcement, and that the government investigation is ongoing.

What You Can Do.

We are unaware of any actual misuse of Information associated with this incident. However, consumers should regularly and vigilantly review their payment card statements and report any suspicious activity to their card issuer. You may also contact your card company and inform them of the Aptos incident and ask to have a new card number issued.

In addition, if it provides comfort to you, as a courtesy and in recognition for how much we value your business, we are offering free credit monitoring services to customers receiving this notification. We have arranged with Kroll to offer you the option of one year of credit monitoring at no cost to you. If you would like to take advantage of this offer, **you must enroll by <<Date>>**. You can activate your membership by visiting Kroll's website at <<IDMonitoringURL>>. To receive credit services by mail, please call 1-???-???-?????. Please reference your membership number: <<Member ID>>. Also, please refer to the attached document from Kroll, which provides an overview of the services offered to you.

For More Information.

For information about credit monitoring and the security of information, please contact Kroll at 1-???-???-???? between 8 a.m and 5 p.m. Central Standard Time.

Again, we take the security of our customers' information seriously. We apologize for any inconvenience this incident may cause you. We value your business. If you have additional questions please contact us directly at this dedicated line, 1-866-204-0565, between 8 a.m. and 5 p.m. Central Standard Time.

Sincerely,



Stuart Sorkin
President and CEO
Mrs Prindables