



<<Date>> (Format: Month Day, Year)

<<FirstName>> <<MiddleName>> <<LastName>> <<NameSuffix>>  
<<Address1>>  
<<Address2>>  
<<City>>, <<State>> <<Zip>>

Dear <<FirstName>> <<MiddleName>> <<LastName>> <<NameSuffix>>,

<b>NOTICE OF A DATA BREACH</b>	
<b>What Happened?</b>	The National Baseball Hall of Fame (“Hall of Fame”) values and respects the privacy of your information, which is why we are writing to advise you of a recent incident that may have involved some of your personal information. On June 18, 2019, we learned that some of your information could have been obtained by an unauthorized third-party that placed malicious computer code on the Hall of Fame web store (shop.baseballhall.org) e-commerce system. The code may have targeted certain personal information of customers who made a credit card purchase via the web store between November 15, 2018 and May 14, 2019.
<b>What Information Was Involved?</b>	We are notifying you about the incident because we determined that you entered some personal information on the checkout page during the time the malicious code was active on our web store. This information included your name, address and your credit or debit card information including your CVV code. The incident did not impact your Social Security Number or driver’s license information.
<b>What We Are Doing</b>	Upon learning of the incident, we promptly retained a forensic security firm to investigate the incident and have notified law enforcement. We also removed the malicious code from our web store. Additionally, we have taken steps to alert the credit card brands of the incident so they can monitor your account for potential fraudulent activity. Finally, we have taken additional technical steps to further secure our web store and prevent this type of incident from occurring in the future.
<b>What You Can Do?</b>	As a precautionary measure, we recommend that you remain vigilant to protect against potential fraud and/or identity theft by, among other things, reviewing your account statements and credit reports closely. 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 incidents of identity theft to proper law enforcement authorities, including the police and your state’s attorney general, as well as the Federal Trade Commission (“FTC”).

<p><b>Other Important Information</b></p>	<p>You may wish to review the tips provided by the FTC on fraud alerts, security/ credit freezes and steps you can take to avoid identity theft. For more information and to contact the FTC, please visit <a href="http://www.ftc.gov/idtheft">www.ftc.gov/idtheft</a> or call 1-877-ID-THEFT (1-877-438-4338). You may also contact the FTC at Federal Trade Commission, 600 Pennsylvania Avenue, NW, Washington, DC 20580.</p> <p><b>Credit Reports:</b> You may obtain a free copy of your credit report once every 12 months from each of the three national credit reporting agencies by visiting <a href="http://www.annualcreditreport.com">www.annualcreditreport.com</a>, by calling toll-free 1-877-322-8228, 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. You can print a copy of the request form at <a href="http://www.annualcreditreport.com/cra/requestformfinal.pdf">www.annualcreditreport.com/cra/requestformfinal.pdf</a>.</p> <p>Alternatively, you may elect to purchase a copy of your credit report by contacting one of the three national credit reporting agencies. Contact information for the three national credit reporting agencies for the purpose of requesting a copy of your credit report or for general inquiries, including obtaining information about fraud alerts and placing a security freeze on your credit files, is as follows:</p> <table border="0"> <tr> <td>Equifax 1-800-349-9960 <a href="http://www.equifax.com">www.equifax.com</a> P.O. Box 105788 Atlanta, GA 30348</td> <td>Experian 1-888-397-3742 <a href="http://www.experian.com">www.experian.com</a> P.O. Box 9554 Allen, TX 75013</td> <td>TransUnion 1-888-909-8872 <a href="http://www.transunion.com">www.transunion.com</a> P.O. Box 160 Woodlyn, PA 19094</td> </tr> </table> <p><b>Fraud Alerts:</b> You may want to consider placing a fraud alert on your credit report. An initial fraud alert is free and will stay on your credit file for at least one (1) year. The alert informs creditors of possible fraudulent activity within your report and requests that the creditor contact you prior to establishing any new accounts in your name. To place a fraud alert on your credit report, contact any of the three national credit reporting agencies using the contact information listed above. Additional information is available at <a href="http://www.annualcreditreport.com">www.annualcreditreport.com</a>.</p> <p><b>Credit and Security Freezes:</b> You may have the right to place a credit freeze, also known as a security freeze, on your credit file, so that no new credit can be opened in your name without the use of a PIN number that is issued to you when you initiate the freeze. A credit freeze is designed to prevent potential credit grantors from accessing your credit report without your consent. If you place a credit freeze, potential creditors and other third parties will not be able to get access to your credit report unless you temporarily lift the freeze. Therefore, using a credit freeze may delay your ability to obtain credit. Unlike a fraud alert, you must separately place a credit freeze on your credit file at each credit reporting company. Since the instructions for how to establish a credit freeze differ from state to state, please contact the three major credit reporting agencies using the contact information above.</p>	Equifax 1-800-349-9960 <a href="http://www.equifax.com">www.equifax.com</a> P.O. Box 105788 Atlanta, GA 30348	Experian 1-888-397-3742 <a href="http://www.experian.com">www.experian.com</a> P.O. Box 9554 Allen, TX 75013	TransUnion 1-888-909-8872 <a href="http://www.transunion.com">www.transunion.com</a> P.O. Box 160 Woodlyn, PA 19094
Equifax 1-800-349-9960 <a href="http://www.equifax.com">www.equifax.com</a> P.O. Box 105788 Atlanta, GA 30348	Experian 1-888-397-3742 <a href="http://www.experian.com">www.experian.com</a> P.O. Box 9554 Allen, TX 75013	TransUnion 1-888-909-8872 <a href="http://www.transunion.com">www.transunion.com</a> P.O. Box 160 Woodlyn, PA 19094		
<p><b>For More Information</b></p>	<p>For further information and assistance, please call 1-877-438-4338 from 9:00 a.m. to 6:30 p.m., Monday through Friday.</p>			

We value the trust you place in us to protect the privacy and security of your information, and we apologize for any inconvenience or concern that this incident may cause you.

Sincerely,



Sean J. Gahagan  
Vice President, Retail Merchandising and Licensing  
National Baseball Hall of Fame and Museum