



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

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

Re: Notice of Data Breach

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

The National Wildlife Federation (“NWF”) is writing to inform you about an incident that may affect the security of certain payment card information. NWF recently discovered that customer credit and debit card data that was entered into our *Ranger Rick Zoobooks* e-commerce website may have been captured by unauthorized actors. We take this incident very seriously and are providing you with information on steps you can take, should you feel it is appropriate to do so.

What Happened? On or about April 25, 2019, NWF identified signs that a back-end database hosted by a third party vendor that contained *Ranger Rick Zoobooks* customer information was accessed without authorization. NWF worked with third party investigators to determine what happened, what information was involved and to prevent further access. Through this investigation NWF learned that the back-end database was accessed without authorization on or around January 3, 2019. The database involved was used to maintain customer information to assist with processing of payments and fulfillment of customer orders. The investigation included a review of the information accessible within the database to identify the types of information accessible and to whom this information may relate.

What Information Was Involved? While the investigation was unable to definitively confirm whether your card data was accessed or taken, NWF is notifying you in an abundance of caution because we have confirmed that your credit or debit card was used for a *Ranger Rick Zoobooks* transaction and was present within the database at the time of this event. The information potentially affected includes your name and address, credit or debit card number, expiration date, and card security code number or CVV.

What We Are Doing. We take the security of personal information in our care very seriously. We have security measures in place to help protect the data on our systems and are working with our third party vendor to implement additional safeguards and training to further protect the privacy and security of information in our care. We immediately took steps to secure the website and are working with law enforcement to investigate the incident. This incident has been reported to your credit card company, and we will be reporting this incident to certain state regulators and Attorneys General.

What You Can Do. Please review the enclosed “Steps You Can Take to Prevent Identity Theft and Fraud.” We advise you to monitor your payment card account statements and report any suspicious charges to the issuer of your payment card.

For More Information. We regret any concern this situation has caused you and understand that you may have questions about this incident that are not addressed in this letter. If you have additional questions, or need assistance please call our dedicated assistance line at 1-800-490-9047, Monday through Friday from 8:00 a.m. to 5:30 p.m. Central Time.

Sincerely,

Robert Harper
Executive Publisher
Ranger Rick and *National Wildlife* Outreach
The National Wildlife Federation

Steps You Can Take to Protect Against Identity Theft and Fraud

We encourage you to remain vigilant against incidents of identity theft and fraud, to review your account statements, and to monitor your credit reports for suspicious activity. If you see any suspicious charges on your credit card account statements, we encourage you to promptly report the suspicious charges to the issuer of your credit card. Under U.S. law you are entitled to one free credit report annually from each of the three major credit reporting bureaus. To order your free credit report, visit www.annualcreditreport.com or call, toll-free, 1-877-322-8228. You may also contact the three major credit bureaus directly to request a free copy of your credit report.

You have the right to place a “security freeze” on your credit report, which will prohibit a consumer reporting agency from releasing information in your credit report without your express authorization. The security freeze is designed to prevent credit, loans, and services from being approved in your name without your consent. However, you should be aware that using a security freeze to take control over who gets access to the personal and financial information in your credit report may delay, interfere with, or prohibit the timely approval of any subsequent request or application you make regarding a new loan, credit, mortgage, or any other account involving the extension of credit. Pursuant to federal law, you cannot be charged to place or lift a security freeze on your credit report. Should you wish to place a security freeze, please contact the major consumer reporting agencies listed below:

Experian

P.O. Box 9554

Allen, TX 75013

1-888-397-3742

www.experian.com/freeze/center.html

TransUnion

P.O. Box 2000

Chester, PA 19016

1-888-909-8872

www.transunion.com/credit-freeze

Equifax

P.O. Box 105788

Atlanta, GA 30348-5788

1-800-685-1111

www.equifax.com/personal/credit-report-services

In order to request a security freeze, you will need to provide the following information:

1. Your full name (including middle initial as well as Jr., Sr., II, III, etc.);
2. Social Security number;
3. Date of birth;
4. If you have moved in the past five (5) years, provide the addresses where you have lived over the prior five years;
5. Proof of current address, such as a current utility bill or telephone bill;
6. A legible photocopy of a government-issued identification card (state driver's license or ID card, military identification, etc.);
7. If you are a victim of identity theft, include a copy of either the police report, investigative report, or complaint to a law enforcement agency concerning identity theft.

As an alternative to a security freeze, you have the right to place an initial or extended “fraud alert” on your file at no cost. An initial fraud alert is a 1-year alert that is placed on a consumer's credit file. Upon seeing a fraud alert display on a consumer's credit file, a business is required to take steps to verify the consumer's identity before extending new credit. If you are a victim of identity theft, you are entitled to an extended fraud alert, which is a fraud alert lasting seven years. Should you wish to place a fraud alert, please contact any one of the agencies listed below:

Experian

P.O. Box 2002

Allen, TX 75013

1-888-397-3742

www.experian.com/fraud/center.html

TransUnion

P.O. Box 2000

Chester, PA 19016

1-800-680-7289

www.transunion.com/fraud-victim-resource/place-fraud-alert

Equifax

P.O. Box 105069

Atlanta, GA 30348

1-888-766-0008

www.equifax.com/personal/credit-report-services

You can further educate yourself regarding identity theft, fraud alerts, security freezes, and the steps you can take to protect yourself, by contacting the consumer reporting agencies, the Federal Trade Commission, or your state Attorney General.

The Federal Trade Commission can be reached at: 600 Pennsylvania Avenue NW, Washington, DC 20580, www.identitytheft.gov, 1-877-ID-THEFT (1-877-438-4338); TTY: 1-866-653-4261. The Federal Trade Commission also encourages those who discover that their information has been misused to file a complaint with them. You can obtain further information on how to file such a complaint by way of the contact information listed above. You have the right to file a police report if you ever experience identity theft or fraud. Please note that in order to file a report with law enforcement for identity theft, you will likely need to provide some proof that you have been a victim. Instances of known or suspected identity theft should also be reported to law enforcement and your state Attorney General. This notice has not been delayed by law enforcement.