
From: Niche <niche@e.niche.com>
Sent: Friday, August 16, 2019 2:35 PM
To: dkoegler@niche.com
Subject: [Test] Notice of Data Breach

Dear << Test First Name >>>,

Niche greatly values the relationship we have with our users and understands the importance of protecting your personal information. Although we have no evidence that your personal information has been misused in any way, we are writing to make you aware of a security incident so that you may take any necessary precautions, including resetting your Niche password. You may have received a prior notice from us informing you that your account had been locked by us until you reset your password.

What Happened

On July 24, 2019, we discovered that the login point for users on the Niche.com website was subject to an automated attack. The attack attempted to gain access to Niche user accounts using username and password pairs from externally available sources. While our investigation found no evidence that user account information was compromised or changed, there were successful logins detected for certain Niche users from a source believed to be a part of the attack. We promptly investigated the scope of the attack and disabled potentially compromised passwords. Though we did not find any evidence that any account information was collected from the users following the unauthorized login, we locked user accounts and prompted users to reset passwords out of an abundance of caution.

What Information Was Involved

The personal information disclosed was limited to your username and password. While we have no reason to believe that any other personal information was obtained by the attacker, certain user accounts were

accessed. As you are aware, Niche user accounts contain information regarding the user's personal preferences regarding schools, companies or neighborhoods, but do not contain sensitive financial or medical information. For example, this incident did not involve your Social Security number or credit card number.

What We Are Doing

Your privacy is very important to us, and we sincerely regret that this incident occurred. Please be aware that we are reviewing and revising our processes and practices, as needed, to minimize the risk of future incidents like this one. We have increased employee training, and enhanced monitoring of changes to our login endpoint. We have implemented heightened controls to monitor our login system and alert our cybersecurity staff for unusual conditions. We will continue to train employees and implement additional system controls and safeguards.

What You Can Do

Although we have no evidence that your information has been misused, we want to make you aware of resources you may access to help safeguard your personal information, as outlined below.

As noted, we placed locks on user accounts to require a password reset as a precautionary measure. If you have not already logged on to create a new password to continue using Niche's services, we ask that you create a new password. If you use your Niche username and password to access other websites, we also recommend changing those passwords.

Additionally, we recommend that you monitor your financial accounts and, if you see any unauthorized activity, promptly contact your financial

institution. You may also want to consider obtaining a free copy of your credit report from each of the three major credit reporting agencies as set forth in the enclosed Recommended Steps document.

For More Information

We understand that this incident may pose an inconvenience to you. Niche is committed to protecting the privacy and security of your username and password, and we want to assure you that we have implemented appropriate measures to safeguard that information. We value the trust you have placed in us, and we thank you for using Niche's services to find your school, company or neighborhood.

If you have questions or concerns about this incident, please contact us toll-free at (844) 452-7758 or email our support team at support@niche.com.

Sincerely,

Niche.com

Recommended Steps to help Protect your Information

1. 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.

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.

2. 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

1-866-349-5191

P.O. Box 105069

Atlanta, GA 30348-5069

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. An initial fraud alert will last for one year.

Please Note: No one is allowed to place a fraud alert on your credit report except you.

3. 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 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. There is no cost to freeze or unfreeze your credit files.

4. 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.

Rhode Island Residents: The number of Rhode Island residents affected by the incident described in this letter is [fifteen (15)].

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), TTY: 1-866-653-4261.

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