

Return Mail Processing Center
P.O. Box 6336
Portland, OR 97228-6336

<<Mail ID>>
<<Name 1>>
<<Address 1>>
<<Address 2>>
<<City>><<State>><<Zip>>

<<Date>>

Notice of Data Breach

Dear <<Name 1>>,

Nicopure Labs values the relationship we have with our customers and understands the importance of protecting personal information. We are writing to inform you about an incident that may or may not involve some of your information.

What Happened

We have received reports from several customers of fraudulent charges appearing on their payment cards shortly after they were used to make a purchase on our website. We have proactively initiated an investigation and engaged a cyber security firm to examine our website.

What Information Was Involved

During this incident, information entered during the checkout process may or may not have been accessed. This information could have included order ID, name, address, email address, phone number, payment card number, expiration date, and card security code.

What You Can Do

You should review your payment card account statements closely and report any unauthorized charges to your card issuer immediately because card network rules generally provide that cardholders are not responsible for unauthorized charges that are reported promptly. The phone number to call is usually on the back of your payment card. Please see the section that follows this notice for additional steps you may take to protect your information.

What We Are Doing

Caring for our customers is a top priority for Nicopure Labs and we have worked swiftly to address this issue. We have identified and corrected the specific cause of this incident, and have engaged a cyber security firm to assist with a more detailed audit of our website. We are taking this incident very seriously, and will continue doing so to help prevent something like this from happening again in the future.

For More Information

Your confidence and trust are important to us, and we sincerely apologize for any inconvenience or concern this may have caused. If you have questions, please call 1-888-737-0085 from 9:00 a.m. to 9:00 p.m. EST. Thank you for your patience and support.

Sincerely,

Jason Del Giudice

Jason Del Giudice
Nicopure Labs

Nicopure Labs, LLC | 7916 Evolutions Way, Suite 200 | Trinity, Florida 34655

MORE INFORMATION ON WAYS TO PROTECT YOURSELF

We recommend that you remain vigilant for incidents of fraud or identity theft by reviewing your account statements and free credit reports for any unauthorized activity. You may obtain a copy of your credit report, free of charge, once every 12 months from each of the three nationwide credit reporting companies. To order your annual free credit report, please visit www.annualcreditreport.com or call toll free at 1-877-322-8228. Contact information for the three nationwide credit reporting companies is as follows:

Equifax, PO Box 740241, Atlanta, GA 30374, www.equifax.com, 1-800-685-1111

Experian, PO Box 2002, Allen, TX 75013, www.experian.com, 1-888-397-3742

TransUnion, PO Box 2000, Chester, PA 19016, www.transunion.com, 1-800-916-8800

If you believe you are the victim of identity theft or have reason to believe your personal information has been misused, you should immediately contact the Federal Trade Commission and/or the Attorney General's office in your state. You can obtain information from these sources about steps an individual can take to avoid identity theft as well as information about fraud alerts and security freezes. You should also contact your local law enforcement authorities and file a police report. Obtain a copy of the police report in case you are asked to provide copies to creditors to correct your records. Contact information for the Federal Trade Commission is as follows:

Federal Trade Commission, Consumer Response Center, 600 Pennsylvania Avenue, NW Washington, DC 20580, 1-877-IDTHEFT (438-4338), www.ftc.gov/idtheft