

Notice of Data Breach

October 6, 2020

At 310 Nutrition, we value the relationships we have with our customers and the trust we've built in being able to serve you. For this reason, we wanted to make you aware of a recent incident involving your order data with us.

What Happened

We were recently informed by our e-commerce platform, Shopify, that there was an attempt to access the data of some of our customers by an unauthorized third party. Unfortunately, the e-commerce platform is unable to determine exactly which of our customers were impacted. This incident involved two Shopify employees of their customer support team, which were found in a scheme to obtain customer information from 200 brands that use Shopify, including 310 Nutrition.

The incident was immediately reported to law enforcement, and these individuals no longer have access to any data related to 310 Nutrition. The date this incident was discovered is September 15, 2020. We were notified of the incident on September 18, 2020. This notification was not delayed because of a law enforcement investigation.

What Information Was Involved

The type of information that was processed was billing address, shipping address, email address, phone number, BIN number, last 4 digits of payment card. **Complete payment card numbers were not included.**

What We Are Doing

We have verified that Shopify has terminated the employees involved. We were not the source of the breach.

More Information

At 310 Nutrition, we take your trust seriously. Protecting our customers, their data, and privacy is a top priority for us. We are working closely with Shopify to ensure additional measures are in place to protect our customers. For more information on this breach, please view this article on [Market Watch](#).

If you have further questions, you can contact us using the following information:

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