

V1 - Account was accessed and includes redeemed and/or unredeemed “R”Us Dollars

SUBJECT LINE Notice of Unauthorized Access to Rewards“R”Us Accounts

Important security update regarding your Rewards“R”Us account

Membership Number: XXXXXXXXXXXXXXX

We are writing to notify you that the Toys“R”Us IT security team identified an attempt to gain unauthorized access to Rewards “R” Us accounts and thus redeem some members’ Reward coupons between November 11, 2016 and January 17, 2017. Below is information we wanted to share to help protect you against potential misuse of your information.

What Happened?

The vendor who manages our Rewards“R”Us loyalty program recently advised us of unauthorized attempts to access Rewards“R”Us loyalty member accounts. It appears this was an effort to fraudulently redeem Rewards coupons beginning in November. We expect this activity is related to previously reported online breaches, not affiliated with Toys“R”Us, where thieves stole login names and passwords. This may be because the thieves know that users tend to have the same password across multiple accounts.

What Information Was Involved?

Account information may include the loyalty members’ name, email addresses, mailing address and phone number(s). If you have a Geoffrey’s Birthday Club account and it is linked to your Rewards“R”Us account, then information in this account, such as your child’s name and birth date, may have been accessed as well. Please be assured that the Rewards“R”Us profiles and vendor database do not contain credit card numbers, payment or other sensitive personal information, such as Social Security numbers.

What We Are Doing.

Out of an abundance of caution, we have gone ahead and reset your password. (Details on how to reset your password are below.) We are also working with our vendor to ensure additional security measures are implemented to help prevent future unauthorized activity. We have reinstated any points associated with your account during the corresponding timeframe to help minimize any customer inconvenience. The newly issued Rewards will be emailed to members within 10 business days and can be accessed via the Rewards“R”Us website on or around 2/8/17.

What You Can Do.

Internet security experts recommend using different passwords for each account and electing passwords that are hard to guess. In addition, we will never ask you for personal or account information in an email, so you should not respond if you receive unsolicited emails that ask for that information.

How to reset your Rewards“R”Us password:

1. Visit Forgot Password section of the Rewards“R”Us website here <https://rewardsrus.toysrus.com/index.cfm/login#forgotPassword>

2. Enter your Membership # and the Email address associated with your account and click “Submit”. If you lost or forgot your Membership #, click on “Forgot Membership-#”. For help, you may also contact us at 1-800-TOYSRUS.
3. Answer the security question and create your new password.
We recommend a complex password that includes a mix of letters, numbers and symbols. Do not reuse a password you have used before or at other sites.
4. A pop-up window will appear upon a successful password change.
5. Login to your account using your Membership # or email address and new password.

For More Information

We apologize for any inconvenience. If you have any questions, contact us at 1-800-TOYSRUS.

V2 - Account was accessed and includes redeemed and/or unredeemed Endless Earnings Gift Cards

SUBJECT LINE Notice of Unauthorized Access to Rewards“R”Us Accounts

Important security update regarding your Rewards“R”Us account

Membership Number: XXXXXXXXXXXXXXXX

We are writing to notify you that the Toys“R”Us IT security team identified an attempt to gain unauthorized access to Rewards“R”Us accounts and thus redeem some members’ Reward coupons and Endless Earnings gift cards between November 11, 2016 and January 17, 2017. Below is information we wanted to share to help protect you against potential misuse of your information.

What Happened?

The vendor who manages our Rewards“R”Us loyalty program recently advised us of unauthorized attempts to access Rewards“R”Us loyalty member accounts. It appears this was an effort to fraudulently redeem Rewards coupons beginning in November. We expect this activity is related to previously reported online breaches, not affiliated with Toys“R”Us, where thieves stole login names and passwords. This may be because the thieves know that users tend to have the same password across multiple accounts.

What Information Was Involved?

Account information may include the loyalty members’ name, email addresses, mailing address and phone number(s). If you have a Geoffrey’s Birthday Club account and it is linked to your Rewards“R”Us Account, then information in this account, such as your child’s name and birth date, may have been accessed as well. Please be assured that the Rewards“R”Us profiles and vendor database do not contain credit card numbers, payment or other sensitive personal information, such as Social Security numbers.

What We Are Doing.

Out of an abundance of caution, we have gone ahead and reset your password. (Details on how to reset your password are below.) We are also working with our vendor to ensure additional security measures are implemented to help prevent future unauthorized activity. We see that purchases were made using your Endless Earnings gift card from 11/11/16 – 1/17/17. You may have accessed this gift card, but regardless, we will need to deactivate your current e-gift card and reissue a new one in the amount equal to your balance as of 11/10/16. Your newly issued Endless Earnings gift card will be emailed within 10 business days and can be accessed via the Rewards“R”Us website beginning on or around 2/8/17.

What You Can Do.

Internet security experts recommend using different passwords for each account and electing passwords that are hard to guess. In addition, we will never ask you for personal or account

information in an email, so you should not respond if you receive unsolicited emails that ask for that information.

How to reset your Rewards“R”Us password:

1. Visit Forgot Password section of the Rewards“R”Us website here <https://rewardsrus.toysrus.com/index.cfm/login#forgotPassword>
2. Enter your Membership # and the Email address associated with your account and click “Submit”. If you lost or forgot your Membership #, click on “Forgot Membership-#”. For help, you may also contact us at 1-800-TOYSRUS.
3. Answer the security question and create your new password.
We recommend a complex password that includes a mix of letters, numbers and symbols. Do not reuse a password you have used before or at other sites.
4. A pop-up window will appear upon a successful password change.
5. Login to your account using your Membership # or email address and new password.

For More Information

We apologize for any inconvenience. If you have any questions, contact us at 1-800-TOYSRUS.

V3 - Account was accessed and includes redeemed and/or unredeemed “R”Us Dollars AND Endless Earnings Gift Cards

SUBJECT LINE Notice of Unauthorized Access to Rewards“R”Us Accounts

Important security update regarding your Rewards“R”Us account

Membership Number: XXXXXXXXXXXXXXXX

We are writing to notify you that the Toys“R”Us IT security team identified an attempt to gain unauthorized access to Rewards“R”Us accounts and thus redeem some members’ Reward coupons and Endless Earnings gift cards between November 11, 2016 and January 17, 2017. Below is information we wanted to share to help protect you against potential misuse of your information.

What Happened?

The vendor who manages our Rewards“R”Us loyalty program recently advised us of unauthorized attempts to access Rewards“R”Us loyalty member accounts. It appears this was an effort to fraudulently redeem Rewards coupons beginning in November. We expect this activity is related to previously reported online breaches, not affiliated with Toys“R”Us, where thieves stole login names and passwords. This may be because the thieves know that users tend to have the same password across multiple accounts.

What Information Was Involved?

Account information may include the loyalty members’ name, email addresses, mailing address and phone number(s). If you have a Geoffrey’s Birthday Club account and it is linked to your Rewards“R”Us account, then information in this account, such as your child’s name and birth date, may have been accessed as well. Please be assured that the Rewards“R”Us profiles and vendor database do not contain credit card numbers, payment or other sensitive personal information, such as Social Security numbers.

What We Are Doing.

Out of an abundance of caution, we have gone ahead and reset your password. (Details on how to reset your password are below.) We are also working with our vendor to ensure additional security measures are implemented to help prevent future unauthorized activity.

We see that purchases were made using your Endless Earnings gift card from 11/11/16 – 1/17/17. You may have accessed this gift card, but regardless, we will need to deactivate your current e-gift card and reissue a new one in the amount equal to your balance as of 11/10/16. We have reinstated any rewards points associated with your account during the corresponding timeframe to help minimize any customer inconvenience. Your newly issued Endless Earnings gift card and newly issued Rewards will be emailed to separately within 10 business days. Both can also be accessed via the Rewards“R”Us website on or around 2/8/17.

What You Can Do.

Internet security experts recommend using different passwords for each account and electing passwords that are hard to guess. In addition, we will never ask you for personal or account information in an email, so you should not respond if you receive unsolicited emails that ask for that information.

How to reset your Rewards“R”Us password:

1. Visit Forgot Password section of the Rewards“R”Us website here <https://rewardsrus.toysrus.com/index.cfm/login#forgotPassword>
2. Enter your Membership # and the Email address associated with your account and click “Submit”. If you lost or forgot your Membership #, click on “Forgot Membership-#”. For help, you may also contact us at 1-800-TOYSRUS.
3. Answer the security question and create your new password.
We recommend a complex password that includes a mix of letters, numbers and symbols. Do not reuse a password you have used before or at other sites.
4. A pop-up window will appear upon a successful password change.
5. Login to your account using your Membership # or email address and new password.

For More Information

We apologize for any inconvenience. If you have any questions, contact us at 1-800-TOYSRUS.

V4 – Account was accessed via mobile web. No other account activity was tracked but we will force hard reset on account

SUBJECT LINE Notice of Unauthorized Access to Rewards“R”Us Accounts

Important Security Update Regarding Your Rewards“R”Us Account

Membership Number: XXXXXXXXXXXXXXXX

We are writing to notify you that the Toys“R”Us IT security team identified an attempt to gain unauthorized access to Rewards“R”Us accounts and thus redeem some members’ Reward coupons between November 11, 2016 and January 17, 2017. Below is information we wanted to share to help protect you against potential misuse of your information.

What Happened?

The vendor who manages our Rewards“R”Us loyalty program recently advised us of unauthorized attempts to access Rewards“R”Us loyalty member accounts. It appears this was an effort to fraudulently redeem Rewards coupons beginning in November. We expect this activity is related to previously reported online breaches, not affiliated with Toys“R”Us, where thieves stole login names and passwords. This may be because the thieves know that users tend to have the same password across multiple accounts.

What Information Was Involved?

Account information may include the loyalty members’ name, email addresses, mailing address and phone number(s). If you have a Geoffrey’s Birthday Club account and it is linked to your Rewards“R”Us Account, then information in this account, such as your child’s name and birth date, may have been accessed as well. Please be assured that the Rewards“R”Us profiles and vendor database do not contain credit card numbers, payment or other sensitive personal information, such as Social Security numbers.

What We Are Doing.

We do not believe your account was accessed during this time frame. However, out of an abundance of caution, we have gone ahead and reset your password. (Details on how to reset your password are below.) We are also working with our vendor to ensure additional security measures are implemented to help prevent future unauthorized activity.

What You Can Do.

Internet security experts recommend using different passwords for each account and electing passwords that are hard to guess. In addition, we will never ask you for personal or account information in an email, so you should not respond if you receive unsolicited emails that ask for that information.

How to reset your Rewards“R”Us password:

1. Visit Forgot Password section of the Rewards“R”Us website here <https://rewardsrus.toysrus.com/index.cfm/login#forgotPassword>

2. Enter your Membership # and the Email address associated with your account and click “Submit”. If you lost or forgot your Membership #, click on “Forgot Membership-#”. For help, you may also contact us at 1-800-TOYSRUS.
3. Answer the security question and create your new password.
We recommend a complex password that includes a mix of letters, numbers and symbols. Do not reuse a password you have used before or at other sites.
4. A pop-up window will appear upon a successful password change.
5. Login to your account using your Membership # or email address and new password.

For More Information

We apologize for any inconvenience. If you have any questions, contact us at 1-800-TOYSRUS.

V5 - Account was NOT accessed during affected timeframe

SUBJECT LINE - Important Security Update Regarding Your Rewards“R”Us Account

Important Security Update Regarding Your Rewards“R”Us Account

Membership Number: XXXXXXXXXXXXXXX

We are writing to notify you that the Toys“R”Us IT security team identified an attempt to gain unauthorized access to Rewards“R”Us accounts and thus redeem some members’ Reward coupons between November 11, 2016 and January 17, 2017. Below is information we wanted to share to help protect you against potential misuse of your information.

What Happened?

The vendor who manages our Rewards“R”Us loyalty program recently advised us of unauthorized attempts to access Rewards“R”Us loyalty member accounts. It appears this was an effort to fraudulently redeem Rewards coupons beginning in November. We expect this activity is related to previously reported online breaches, not affiliated with Toys“R”Us, where thieves stole login names and passwords. This may be because the thieves know that users tend to have the same password across multiple accounts.

What Information Was Involved?

Account information may include the loyalty members’ name, email addresses, mailing address and phone number(s). If you have a Geoffrey’s Birthday Club account and it is linked to your Rewards“R”Us Account, then information in this account may have been accessed as well. Please be assured that the Rewards“R”Us profiles and vendor database do not contain credit card numbers, payment or other sensitive personal information, such as Social Security numbers.

What We Are Doing.

We do not believe your account was accessed during this time frame and have no reason to believe that your password was compromised. However, out of an abundance of caution, we are encouraging all of our loyalty members to reset their passwords. (Details on how to reset your password are below.) We are also working with our vendor to ensure additional security measures are implemented to help prevent future unauthorized activity.

What You Can Do.

Internet security experts recommend using different passwords for each account and electing passwords that are hard to guess. In addition, we will never ask you for personal or account information in an email, so you should not respond if you receive unsolicited emails that ask for that information.

How to reset your Rewards“R”Us password:

1. Visit Forgot Password section of the Rewards“R”Us website here <https://rewardsrus.toysrus.com/index.cfm/login#forgotPassword>

2. Enter your Membership # and the Email address associated with your account and click “Submit”. If you lost or forgot your Membership #, click on “Forgot Membership-#”. For help, you may also contact us at 1-800-TOYSRUS.
3. Answer the security question and create your new password.
We recommend a complex password that includes a mix of letters, numbers and symbols. Do not reuse a password you have used before or at other sites.
4. A pop-up window will appear upon a successful password change.
5. Login to your account using your Membership # or email address and new password.

For More Information

We apologize for any inconvenience. If you have any questions, contact us at 1-800-TOYSRUS.