


VERSION 1

SUBJECT LINE:

Important Security Update Regarding
Your Rewards“R”Us Account

[View Online](#)

Important security update regarding your Rewards“R”Us account

Membership Number: [REDACTED]

Toys“R”Us has many layers of account security in place to keep your Rewards“R”Us account balance and other profile information safe. Recently, because of mechanisms in place to alert us to potential efforts to overcome that security, we identified an attempt to gain unauthorized access to a small percentage of Rewards“R”Us accounts from 1/28/15-1/30/15. We suspect this activity was due to large breaches at other companies (not Toys“R”Us), where user login names and passwords were stolen and then used for unauthorized access to other accounts, such as Rewards“R”Us accounts where a user may use the same login name and/or password. It appears that your Rewards“R”Us account may have been accessed during this time frame by individuals who may have obtained your account password from another source or successfully guessed it. Out of an abundance of caution, we are therefore treating your account password as compromised and taking appropriate steps to address that situation.

Protecting your member account:
Because of our commitment to ensure high security standards, we have implemented a number of additional procedures to further protect the accounts of our members. As part of these incremental measures, we have forced a hard reset of your password, which prevents access to your account until it has been reset by you using an email address that was created prior to January 28, 2015.

How to reset your Rewards“R”Us password:

1. Go to <https://rewardsrus.toysrus.com> and select "Forgot Password?"
2. Enter your Membership # and the email address that you used to access your account prior to January 28, 2015 and click "Submit". If you lost or forgot your Membership # click on "Forgot Membership #" for help, and if you no longer have access to your pre-January 28 email address, please 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 or one that you use at other sites.
4. A pop-up window will appear upon a successful password change.
5. Log out and verify your new password is working properly.

Your “R”Us Reward Dollars:
We see that “R”Us Reward Dollars from your account were printed from 1/28/15-1/30/15. You may have printed these Reward Dollars yourself, but regardless, we will be reinstating points equal to the amount printed during this time frame. Please note, these rewards can be accessed via the Rewards“R”Us website as of 2/28/15.

Account security best practices:
Your password is the first line of defense when it comes to safeguarding all of your online accounts.

- As mentioned above, create a complex password that includes a mix of letters, numbers and symbols.
- Avoid using the same password across multiple online accounts or a password that you have used in the past.
- Change your password on a regular basis.
- Check your account from time to time and notify us of any account changes.

We would like to assure you that the security of our member information remains our highest priority. If you should have any questions, please contact us at 1-800-TOYSRUS.


V1

REWARDS“R”US — FEBRUARY 2015 SECURITY UPDATE EMAIL

VERSION 1A

SUBJECT LINE:

Important Security Update Regarding
Your Rewards“R”Us Account

[View Online](#)

Important security update regarding your Rewards“R”Us account

Membership Number: [REDACTED]

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V1A

REWARDS“R”US — FEBRUARY 2015 SECURITY UPDATE EMAIL

VERSION 2

SUBJECT LINE:

Important Security Update Regarding
Your Rewards“R”Us Account

[View Online](#)

Important security update regarding your Rewards“R”Us account and Endless Earnings

Membership Number: XXXXXXXXXX

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4. A pop-up window will appear upon a successful password change.
5. Log out and verify your new password is working properly.

Your Endless Earnings e-gift card:
We see that purchases were made using your Endless Earnings gift card, accessible from your Rewards“R”Us account from 1/28/15-1/30/15. 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 1/27/15. In order to successfully do this, we will contact you via phone during the week of 3/2/15.

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V2

REWARDS“R”US — FEBRUARY 2015 SECURITY UPDATE EMAIL

VERSION 2A

SUBJECT LINE:

Important Security Update Regarding
Your Rewards“R”Us Account

View Online

Important security update regarding your Rewards“R”Us account and Endless Earnings

Membership Number: XXXXXXXXXX

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V2A

VERSION 3

SUBJECT LINE:

Important Security Update Regarding
Your Rewards“R”Us Account

View Online

Important security update regarding your Rewards“R”Us account and Endless Earnings

Membership Number: [REDACTED]

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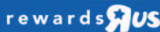
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V3

VERSION 3A

SUBJECT LINE:

Important Security Update Regarding
Your Rewards“R”Us Account

[View Online](#)

Important security update regarding your Rewards“R”Us account and Endless Earnings

Membership Number: [REDACTED]

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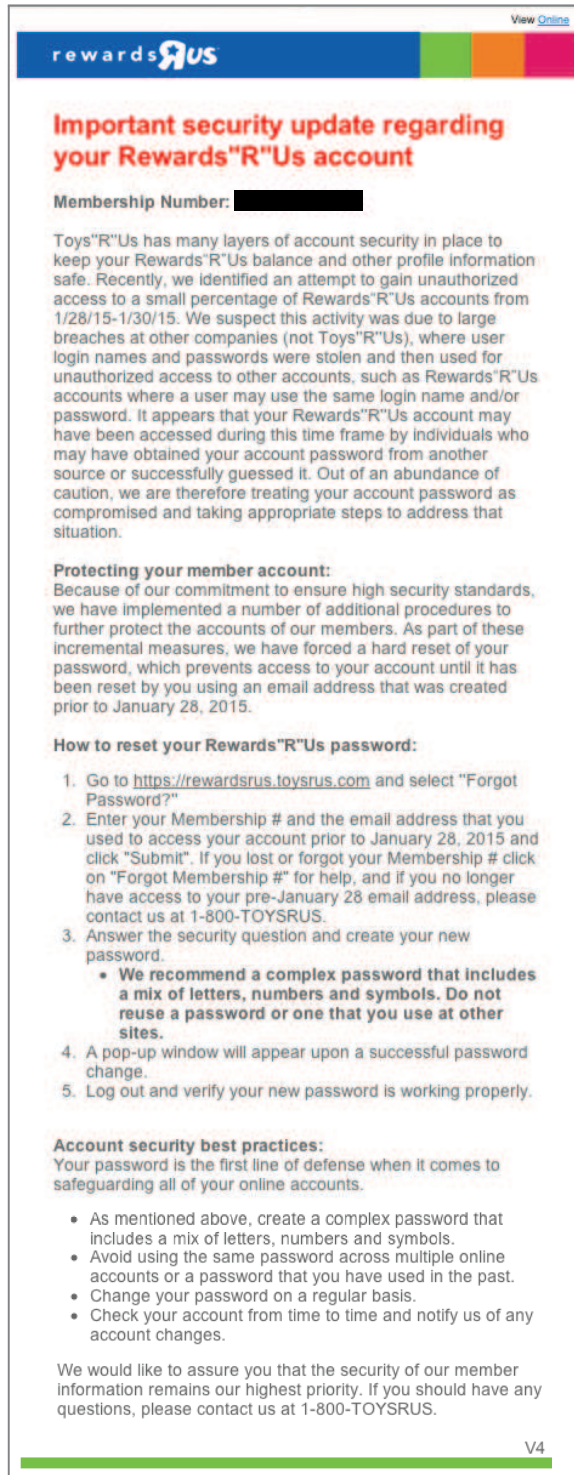
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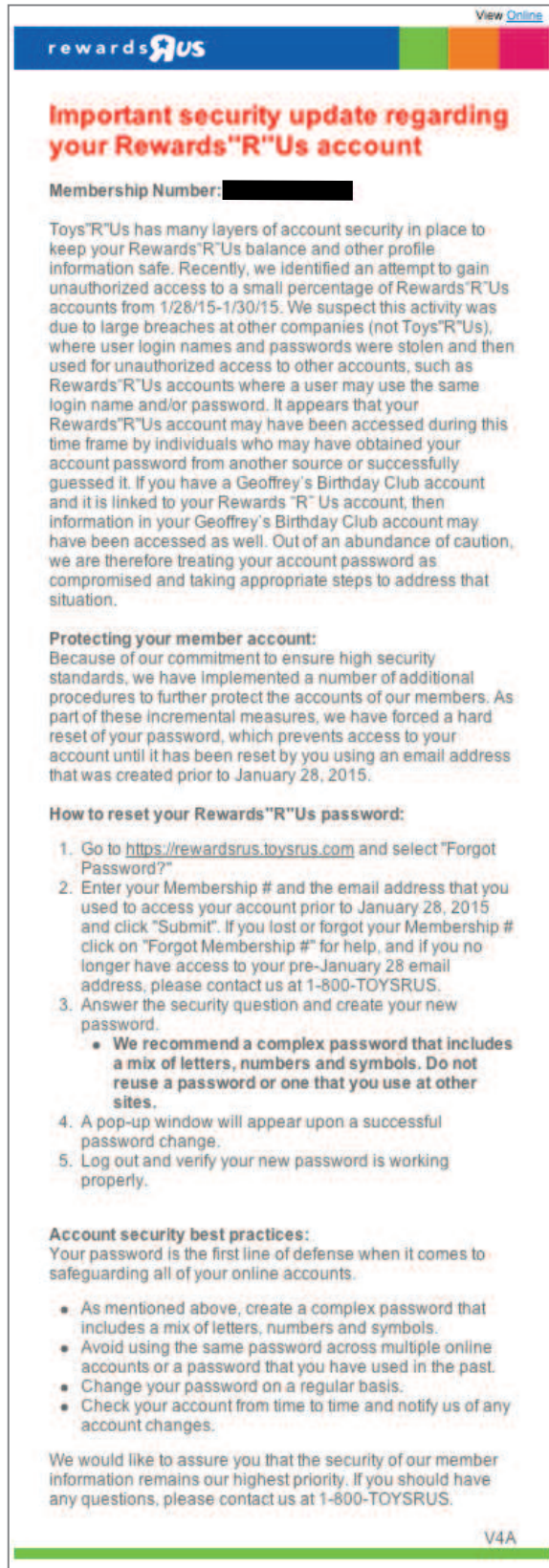
V3A



VERSION 4

SUBJECT LINE:

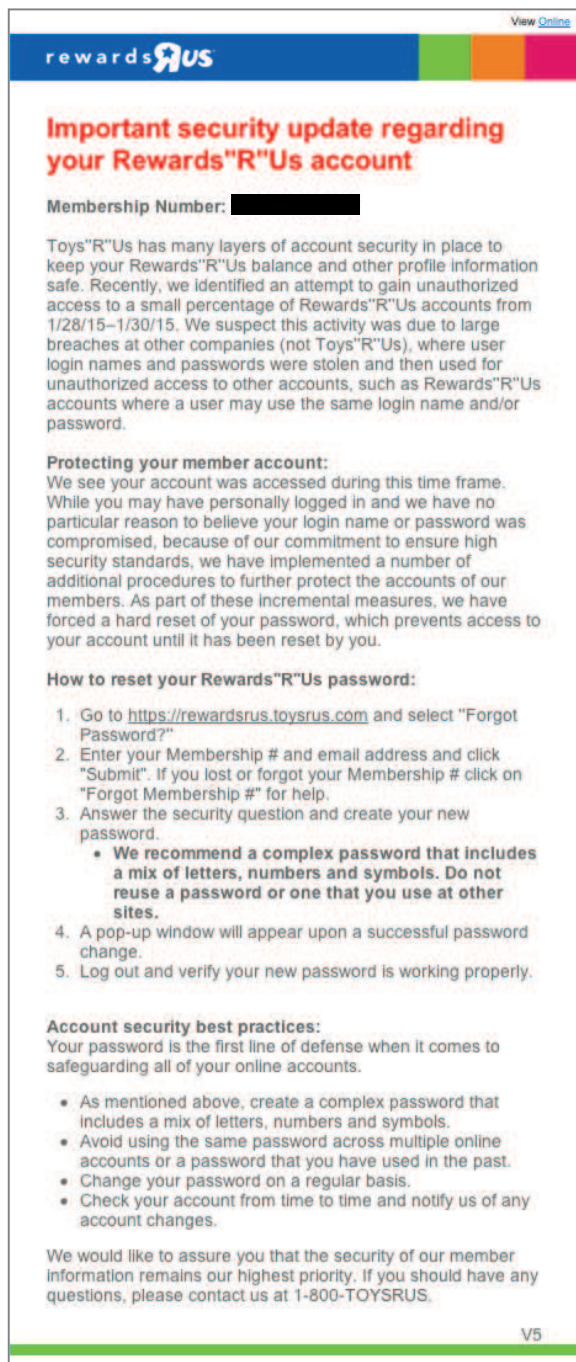
Important Security Update Regarding Your Rewards“R”Us Account



VERSION 4A

SUBJECT LINE:

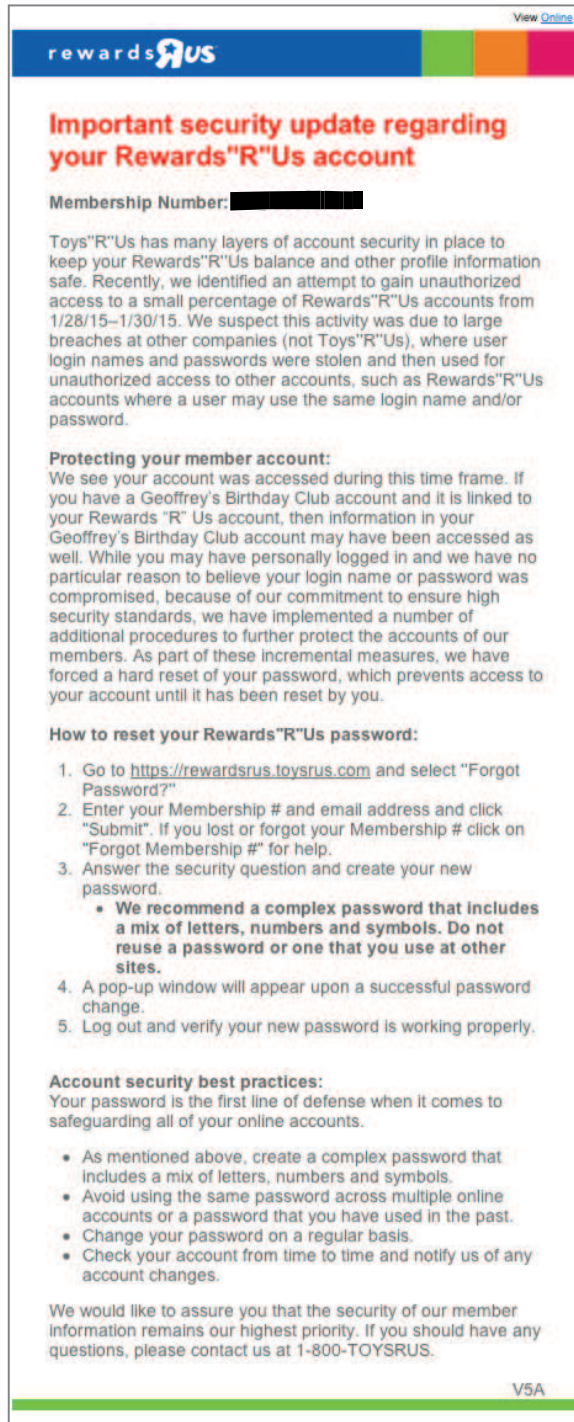
Important Security Update Regarding Your Rewards“R”Us Account



VERSION 5

SUBJECT LINE:

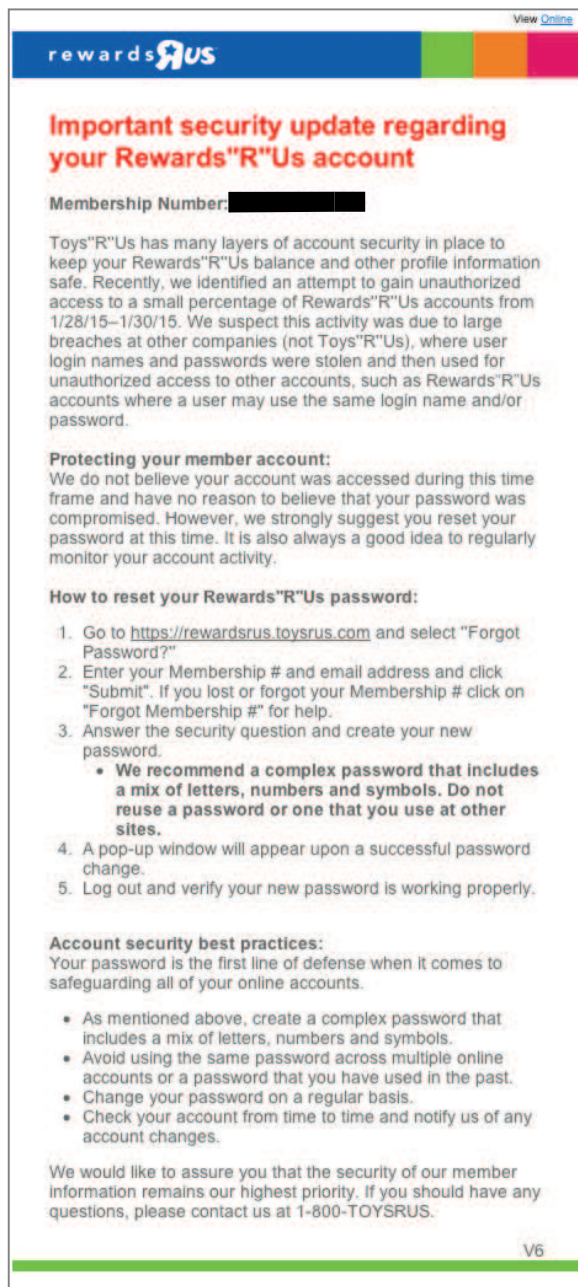
Important Security Update Regarding Your Rewards“R”Us Account



VERSION 5A

SUBJECT LINE:

Important Security Update Regarding Your Rewards“R”Us Account



VERSION 6

SUBJECT LINE:

Important Security Update Regarding Your Rewards“R”Us Account