



April 4, 2013

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SAMPLE A SAMPLE



APT ABC

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ANYTOWN, US 12345-6789



Dear Sample A Sample:

We recently learned of a security incident that may have resulted in the disclosure of the credit card information, names, and addresses associated with your account. As a reminder, we do not collect your social security number or date of birth. We take the security of your information very seriously, and sincerely apologize for any inconvenience this may cause you.

On January 11, 2013, we learned that a hacker may have accessed our systems. We immediately took steps to secure our systems, and implemented increased security controls to prevent this from happening in the future, including hiring a computer forensic investigator to determine what happened, installing a hardware firewall and moving our database server to a more secure zone. Law enforcement has been notified and we are cooperating with their investigation. Unfortunately, the hacker may have accessed the names, addresses, and credit card information of customers who purchased an item on our website. We are notifying you so that you can be aware of this situation and take steps to protect yourself from any harm, including contacting your bank and/or credit card company. It is important to carefully review your account statement over the next 12 to 24 months, and promptly report any suspect transactions to your credit card company. Please see the enclosed insert for more information.

As a valued customer, we would like to offer you 10% off your next order with Shoplet.com. To redeem this offer, type the promotion code 10PCTOFF2013 into the coupon field on the checkout page when you place your next order on www.shoplet.com. This offer will expire on May 3, 2013 and can only be used with one order.

Please be assured that we take the privacy and security of your information very seriously. It is the continuing goal of Shoplet.com to help and serve our customers, and to provide a safe and secure environment on which to transact business. If you have any questions or concerns regarding this incident, please contact us at (877) 604-7467 Monday through Friday from 9 a.m. to 5 p.m. EST.

Sincerely,

Tony Ellison

Tony Ellison

Founder and CEO

Ellison Systems, Inc. d.b.a. Shoplet.com



U.S. State Notification Requirements

For residents of Hawaii, Michigan, Missouri, Virginia, Vermont, and North Carolina: It is recommended by state law that you remain vigilant for incidents of fraud and identity theft by reviewing credit card account statements and monitoring your credit report for unauthorized activity.

For residents of Illinois, Iowa, Maryland, Missouri, North Carolina, Oregon, and West Virginia:

It is required by state laws to inform you that you may obtain a copy of your credit report, free of charge, whether or not you suspect any unauthorized activity on your account. You may obtain a free copy of your credit report by contacting any one or more of the following national consumer reporting agencies:

Equifax

P.O. Box 740241
Atlanta, Georgia 30374
1-800-685-1111
www.equifax.com

Experian

P.O. Box 2104
Allen, TX 75013
1-888-397-3742
www.experian.com

TransUnion

P.O. Box 2000
Chester, PA 19022
1-800-888-4213
www.transunion.com

For residents of Iowa:

State law advises you to report any suspected identity theft to law enforcement or to the Attorney General.

For residents of Oregon:

State laws advise you to report any suspected identity theft to law enforcement, as well as the Federal Trade Commission.

For residents of Maryland, Illinois, and North Carolina:

You can obtain information from the Maryland and North Carolina Offices of the Attorneys General and the Federal Trade Commission about fraud alerts, security freezes, and steps you can take toward preventing identity theft.

**Maryland Office of the
Attorney General**

Consumer Protection Division
200 St. Paul Place
Baltimore, MD 21202
1-888-743-0023
www.oag.state.md.us

**North Carolina Office of the
Attorney General**

Consumer Protection Division
9001 Mail Service Center
Raleigh, NC 27699-9001
1-877-566-7226
www.ncdoj.com

Federal Trade Commission

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

For residents of Massachusetts:

It is required by state law that you are informed of your right to obtain a police report if you are a victim of identity theft.

For residents of all states:

Fraud Alerts: You can place fraud alerts with the three credit bureaus 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:

Security Freeze: You also have the right to place a security freeze on your credit report. A security freeze is intended to prevent credit, loans and services from being approved in your name without your consent. To place a security freeze on your credit report, you need to send a request to a consumer reporting agency by certified mail, overnight mail, or regular stamped mail. The following information must be included when requesting a security freeze (note that if you are requesting a credit report for your spouse, this information must be provided for him/her as well): (1) full name, with middle initial and any suffixes; (2) Social Security number; (3) date of birth; (4) current address and any previous addresses for the past five years; and (5) any applicable incident report or complaint with a law enforcement agency or the Registry of Motor Vehicles. The request must also include a copy of a government-issued identification card and a copy of a recent utility bill or bank or insurance statement. It is essential that each copy be legible, display your name and current mailing address, and the date of issue. The consumer reporting agency may charge a fee of up to \$5.00 to place a freeze or lift or remove a freeze and free if you are a victim of identity theft or the spouse of a victim of identity theft, and you have submitted a valid police report relating to the identity theft incident to the consumer reporting agency. You may obtain a security freeze by contacting any one or more of the following national consumer reporting agencies:

Equifax Security Freeze

P.O. Box 105788
Atlanta, Georgia 30348
www.equifax.com

Experian Security Freeze

P.O. Box 9554
Allen, TX 75013
www.experian.com

TransUnion (FVAD)

P.O. Box 6790
Fullerton, CA 92834-6790
www.transunion.com

More information can also be obtained by contacting the Federal Trade Commission listed above.