



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

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NOTICE OF DATA BREACH

Dear <<Name 1>>:

Stein Mart, Inc. (“Stein Mart”) values the relationship we have with our customers and understands the importance of protecting customer information. We are writing to inform you about an incident involving one of our third-party vendors, Annex Cloud, that may involve some of your information. This notice explains the incident, measures that have been taken, and some steps you can take in response.

What Happened: Annex Cloud provides a service used by websites that enables individuals to use their user name and password from other websites, like Facebook and Amazon, to log in to merchants’ websites, including www.steinmart.com. Annex Cloud informed Stein Mart that they had detected and removed unauthorized code that had been added to the code used by Annex Cloud to enable logins. In its report to Stein Mart, Annex Cloud identified four periods of time when the unauthorized code was present and could have captured information entered during the checkout process by customers who placed or attempted to place orders on our website. We removed Annex Cloud’s code from our website and mailed letters to those customers to let them know what occurred.

Despite its first report that only identified four time periods, Annex Cloud has now informed Stein Mart that they had identified additional time periods between December 28, 2017 and July 9, 2018 when the unauthorized code was or could have been present. If present, the unauthorized code could have captured information entered during the checkout process by customers who placed or attempted to place orders on our website, including name, address, email address, payment card number, expiration date, and card security code (CVV). Through October 25, 2018, Stein Mart sought additional information from Annex Cloud to determine the transactions that might be involved, and Annex Cloud supplied additional information about their analysis regarding these periods, including their belief that there are certain times inside these additional periods where it is not clear if the unauthorized code was present. Thus, out of an abundance of caution, we are notifying you because you ordered or attempted to place an order during a time period where it is possible the unauthorized code may have been present.

What Information Was Involved: The information entered during the checkout process targeted by the code includes name, address, email address, payment card number, expiration date, and card security code (CVV).

What You Can Do: We encourage you to closely review your payment card statements for any unauthorized charges. You should immediately report any such charges to the bank that issued your card because payment card network rules generally provide that cardholders are not responsible for unauthorized charges that are timely reported. Information on additional steps you can take can be found on the following pages.

What We Are Doing: We regret that this incident occurred and apologize for any inconvenience. To help prevent a similar incident from occurring in the future, we removed the Annex Cloud login feature from our website while the investigation is ongoing.

For More Information: If you have questions, please call 1-888-526-1649, Monday – Friday, from 9am – 9pm, Eastern Time.

Sincerely,

A handwritten signature in black ink, appearing to read 'D. Hunt Hawkins', with a long horizontal flourish extending to the right.

D. Hunt Hawkins
Chief Executive Officer

ADDITIONAL STEPS YOU CAN TAKE

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, www.ftc.gov/idtheft, 1-877-IDTHEFT (438-4338)