

EXHIBIT 1

By providing this notice, Tommie Copper, Inc. (“Tommie Copper”), does not waive any rights or defenses regarding the applicability of California law, the applicability of the California data incident notification statute, or personal jurisdiction.

Nature of the Data Security Incident

Tommie Copper was recently contacted by representatives of the credit card industry regarding potential fraud related to credit cards used on its website. In response, Tommie Copper immediately launched an internal investigation and a third party forensic investigator was retained. On or about June 1, 2018, the forensic investigator confirmed that a piece of malware had been inserted into Tommie Copper’s website that collected certain payment information used at checkout. The investigation determined that certain payment information used by customers on Tommie Copper’s ecommerce website was subject to unauthorized access from November 10, 2017 through January 5, 2018, and from January 21 to January 22, 2018. The data elements potentially subject to unauthorized access include customer names, addresses, phone numbers, email addresses and credit and/or debit card numbers, expiration dates, and CVV numbers. An internal review of customer information was necessary to identify all individuals whose credit and/or debit card information may have been subject to unauthorized access during the time period when the malware was present on Tommie Copper’s website. On June 12, 2018, Tommie Copper determined that California residents were impacted by this incident.

Notice to California Residents

On July 11, 2018, Tommie Copper began mailing written notice of this incident to potentially impacted individuals, including approximately two thousand and seventy-eight (2,078) California residents. Notice is being provided in substantially the same form as the letter attached here as *Exhibit A*.

Other Steps Taken

Tommie Copper is providing potentially affected individuals with information on how to protect against identity theft and fraud, including information on how to contact the Federal Trade Commission, the state attorney general, and law enforcement to report any attempted or actual identity theft and fraud. In addition to providing notice of this incident to you, Tommie Copper will be providing notice to other state regulators as required.

In response to this incident, Tommie Copper has taken steps to enhance the security of the information stored on its systems. These steps include but are not limited to: more rigorous review of all changes made to its code base, further limiting the number of individuals who can access its website administrative console, whitelisting of IP addresses to the website administrative console, further strengthening of requirements for system passwords and reviewing the Magento Administrative User Audit Report daily.

EXHIBIT A



TOMMIECOPPER

Processing Center • P.O. BOX 141578 • Austin, TX 78714



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ACD1234

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JOHN Q. SAMPLE
1234 MAIN STREET
ANYTOWN US 12345-6789

July 11, 2018

RE: Notice of Data Breach

Dear John Sample:

Tommie Copper is writing regarding a recent data security incident that may impact certain payment card information used by you to make purchases on our website. We wanted to provide you with information about this incident, our response and steps you can take to prevent fraud, should you feel it necessary to do so.

What Happened? Tommie Copper was recently contacted by representatives of the credit card industry regarding potential fraud related to credit cards used on our website. We immediately launched an internal investigation and hired a third party forensic investigator. On or about June 1, 2018, the forensic investigator confirmed that a piece of malware had been inserted into our website that collected certain payment information used at checkout.

What Information Was Involved? While the investigation is ongoing, we believe that certain payment information used by customers on our website was subject to unauthorized access from November 10, 2017 through January 5, 2018, and from January 21 to January 22, 2018. The data elements potentially subject to unauthorized access include your name, address, phone number, email address and credit and/or debit card information.

What We Are Doing. We take the security of your personal information very seriously. We have removed the malicious code that led to the vulnerability and implemented additional security measures to reduce the likelihood of a similar incident from happening in the future. We are providing notice of this incident to those who may be impacted so that they can take steps to prevent against possible fraud, should they feel it is necessary to do so. We will also notify any required state regulators and the credit reporting agencies about this incident.

What You Can Do. You can stay vigilant by reviewing your credit card statements for any suspicious charges. You can also review the enclosed *Steps You Can Take to Protect Against Identity Theft and Fraud* which includes guidance on steps you can take to better protect against the possibility of fraud and identify theft.



01-02-1-00

For More Information. If you have questions or concerns that are not addressed in this notice letter, you may call the confidential call center we have set up for this matter at 1-855-756-9488 Monday through Saturday, 9:00 a.m. to 9:00 p.m. E.T.

We take the privacy of your personal information seriously. We sincerely regret any inconvenience or concern this incident has caused you.

Sincerely,

A handwritten signature in black ink, appearing to read 'Sol Jacobs', followed by a horizontal line extending to the right.

Sol Jacobs
CEO

Steps You Can Take to Protect Against Identity Theft and Fraud

We encourage you to remain vigilant against incidents of identity theft and fraud, to review your account statements, and to monitor your credit reports for suspicious activity. Under U.S. law you are entitled to one free credit report annually from each of the three major credit reporting bureaus. To order your free credit report, visit www.annualcreditreport.com or call, toll-free, 1-877-322-8228. You may also contact the three major credit bureaus directly to request a free copy of your credit report.

At no charge, you can also have these credit bureaus place a “fraud alert” on your file that alerts creditors to take additional steps to verify your identity prior to granting credit in your name. Note, however, that because it tells creditors to follow certain procedures to protect you, it may also delay your ability to obtain credit while the agency verifies your identity. As soon as one credit bureau confirms your fraud alert, the others are notified to place fraud alerts on your file. Should you wish to place a fraud alert, or should you have any questions regarding your credit report, please contact any one of the agencies listed below.

Equifax
P.O. Box 105069
Atlanta, GA 30348
1-800-525-6285
www.equifax.com

Experian
P.O. Box 2002
Allen, TX 75013
1-888-397-3742
www.experian.com

TransUnion
P.O. Box 2000
Chester, PA 19022-2000
1-800-680-7289
www.transunion.com

You may also place a security freeze on your credit reports. A security freeze prohibits a credit bureau from releasing any information from a consumer’s credit report without the consumer’s written authorization. However, please be advised that placing a security freeze on your credit report may delay, interfere with, or prevent the timely approval of any requests you make for new loans, credit mortgages, employment, housing, or other services. If you have been a victim of identity theft, and you provide the credit bureau with a valid police report, it cannot charge you to place, list or remove a security freeze. In all other cases, a credit bureau may charge you a fee to place, temporarily lift, or permanently remove a security freeze. You will need to place a security freeze separately with each of the three major credit bureaus listed above if you wish to place a freeze on all of your credit files. To find out more on how to place a security freeze, you can use the following contact information:

Equifax Security Freeze
P.O. Box 105788
Atlanta, GA 30348
1-800-685-1111
(NY residents please call
1-800-349-9960)
<https://www.freeze.equifax.com>

Experian Security Freeze
P.O. Box 9554
Allen, TX 75013
1-888-397-3742
[www.experian.com/freeze/
center.html](http://www.experian.com/freeze/center.html)

TransUnion
P.O. Box 2000
Chester, PA 19022-2000
1-888-909-8872
[www.transunion.com/credit-
freeze](http://www.transunion.com/credit-freeze)



You can further educate yourself regarding identity theft, fraud alerts, and the steps you can take to protect yourself, by contacting the Federal Trade Commission or your state Attorney General. The Federal Trade Commission can be reached at: 600 Pennsylvania Avenue NW, Washington, DC 20580, www.identitytheft.gov, 1-877-ID-THEFT (1-877-438-4338); TTY: 1-866-653-4261. **For Maryland residents**, the Attorney General can be reached at: 200 St. Paul Place, 16th Floor, Baltimore, MD 21202; 1-888-743-0023; and www.oag.state.md.us. **For North Carolina residents**, the Attorney General can be contacted by mail at 9001 Mail Service Center, Raleigh, NC 27699-9001; toll-free at 1-877-566-7226; by phone at 1-919-716-6400; and online at www.ncdoj.gov. **For New Mexico residents**, you have rights pursuant to the Fair Credit Reporting Act, such as the right to be told if information in your credit file has been used against you, the right to know what is in your credit file, the right to ask for your credit score, and the right to dispute incomplete or inaccurate information. Further, pursuant to the Fair Credit Reporting Act, the consumer reporting agencies must correct or delete inaccurate, incomplete, or unverifiable information; consumer reporting agencies may not report outdated negative information; access to your file is limited; you must give your consent for credit reports to be provided to employers; you may limit “prescreened” offers of credit and insurance you get based on information in your credit report; and you may seek damages from violator. You may have additional rights under the Fair Credit Reporting Act not summarized here. Identity theft victims and active duty military personnel have specific additional rights pursuant to the Fair Credit Reporting Act. We encourage you to review your rights pursuant to the Fair Credit Reporting Act by visiting www.consumerfinance.gov/f/201504_cfpb_summary_your-rights-under-fcra.pdf, or by writing Consumer Response Center, Room 130-A, Federal Trade Commission, 600 Pennsylvania Ave. N.W., Washington, D.C. 20580. The Federal Trade Commission also encourages those who discover that their information has been misused to file a complaint with them. Instances of known or suspected identity theft should also be reported to law enforcement. This notice has not been delayed by law enforcement.