



ZEST | DANVILLE MATERIALS | PERIOSCOPY

Sample Customer
123 Main St
Apt 1
Anytown CA 99999

March 14, 2017

NOTICE OF DATA BREACH

Dear Sample Customer:

At Zest Dental Solutions ("Zest Dental"), we understand the need to protect the security of the payment card information provided by our customers. Regrettably, this notice is to inform you about an incident involving some of your information.

What Happened

We began an investigation of our systems after reports from some customers receiving unusual emails containing Zest Dental purchase information. We engaged a computer security firm to examine our systems for any signs of an issue. On February 16, 2017, we learned that an unauthorized entity had compromised our e-commerce system, potentially affecting customer payment card information.

What Information Was Involved

The information compromised by the attack may have included your name, billing address, phone number, payment card number, expiration date, and CVV number from payment cards used for online transactions on Zest Dental's website between December 31, 2013 and September 21, 2014, and between November 2, 2016 and February 4, 2017.

What You Can Do

We are notifying you about this incident so you can take appropriate steps to protect your payment card account. We recommend that you remain vigilant by reviewing your credit card account statements for any unauthorized activity. You should immediately report any unauthorized charges to your financial institution because the major credit card companies have rules that restrict them from requiring you to pay for fraudulent charges that are reported in a timely manner. You should also review the additional information included with this letter on steps you can take to protect yourself.

If you incurred costs that your financial institution declined to reimburse related to fraudulent charges on a payment card you used for an online transaction with Zest Dental during the relevant time period, please contact us at the number below. We may reimburse you for any such reasonable, documented costs that your financial institution declined to pay.

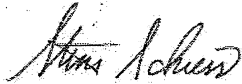
What We Are Doing

We regret any inconvenience or concern this may have caused. To try to prevent a similar incident from happening in the future, we are taking steps to remediate this issue, including moving to a new card payment processing system, implementing additional security measures on our website, and executing regular scans of our site for malicious activity.

For More Information

If you have any questions, or you need further assistance, please call (844) 572-6873, Monday through Friday between the hours of 9 am and 5 pm ET.

Sincerely,

A handwritten signature in cursive script, appearing to read "Steve Schiess".

Steve Schiess
President and Chief Executive Officer

More Information About Ways to Protect Yourself

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 740256, Atlanta, GA 30374, www.equifax.com, 1-800-525-6285

Experian, PO Box 9554, 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, 1-877-IDTHEFT (438-4338), www.ftc.gov/idtheft

Zest Dental Solutions
c/o GCG
PO Box 10368
Dublin, Ohio 43017-5568

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