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AUG 30 2023

DEPT. OF CONSUMER
AFFAIRS

<<Date>> (Format: Month Day, Year)

<<first_name>> <<middle_name>> <<last_name>> <<suffix>>
<<address_1>>
<<address_2>>
<<city>>, <<state_province>> <<postal_code>>
<<country>>

Notice of Incident

Dear <<first_name>> <<middle_name>> <<last_name>> <<suffix>>,

We write to inform you of a recent data security incident ("Matter") that may concern some of your personal information (collectively the "Information"). We are sharing what we know about the Matter, our response to it, and steps you can take to help protect your Information.

What Happened?
On July 21, 2023, Thirty One Gifts LLC ("TOG") learned that an unauthorized third party captured credit card information entered on its website mythirtyone.com ("Matter"). Upon learning of the Matter, Thirty One Gifts launched an investigation, engaged its incident response team, worked with law enforcement, notified credit card brands of the Matter, and stopped the unauthorized access. Our investigation to date revealed that some data, including your Information, may have been impacted, which is why we are notifying you of the Matter.

What Information Was Involved?
The Information that might be impacted includes:

- First and Last Name
- Address
- Credit Card Number
- Expiration Date
- Card Security Code
- Email Address

What Are We Doing?
Upon learning of the Matter, we engaged our incident response team, which investigated the Matter. We notified law enforcement, card brands, and continue to monitor systems. We worked with data security professionals and experts to assist us with this Matter.

Because we value your business, we are providing you with access to two (2) years of no cost identity monitoring services through <VENDOR>. <VENDOR> is a global leader in risk mitigation and response. Your identity monitoring services include Credit Monitoring, a Current Credit Report, Web Watcher, Public Persona, Quick Cash Scan, and various Identity Loss Reimbursement, Consultation, and Restoration services.

Visit **<VENDOR WEBSITE>** to activate and take advantage of your identity monitoring services. *You have until* ***<<b2b_text_6(activation deadline)>>*** *to activate your identity monitoring services.* Membership Number: [redacted]

For more information about <VENDOR>and your Identity Monitoring services, you can visit <VENDOR WEBSITE>

Additional information describing your services is included with this letter.

What Can You Do?
We encourage you to remain vigilant in reviewing your Information, such as reviewing your account statements, and monitor credit reports for any suspicious activity. We encourage you activate the no cost identity monitoring services. Please note that you must activate directly. We are unable to activate these services for you.

For More Information.
If you have questions, please call <VENDOR NUMBER>, Monday through Friday from 8:00 a.m. to 5:30 p.m. Central Time, excluding major U.S. holidays. Please have your membership number ready.

We apologize for any inconvenience this may have caused.

Sincerely,

Cindy Monroe
Executive Chairman and CEO
951 Garden Ridge Parkway
Flower Mound, Texas 75028