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

February 26, 2015

Re: Park 'N Fly Data Security Event

Dear John Sample,

Park 'N Fly ("PNF") is writing to notify you of a data security event that may involve some of your personal information. This letter contains information about the incident and our response, steps you can take to protect your information, and resources we are making available to help you.

PNF has become aware of a security compromise involving payment card data processed through our e-commerce website. Our team, including third-party forensics experts, has been working continuously to understand the nature and scope of the incident. The security compromise has been addressed; we have enhanced our system security and implemented a PayPal hosted payment solution on the website, and our reservations website is now back online. We continue to work with law enforcement and credit card brands. While our investigation was still ongoing, on January 13, 2015, we began notifying our customers of this incident. As the investigation continued, we determined that the security of some data from certain payment cards that were used from November 27, 2013 through December 24, 2014 to make reservations through our e-commerce site may be at risk. The data involved may include your name, card number, billing address, card expiration date, Client_Defl

PNF takes the security of your personal information very seriously, and apologizes for any concern or inconvenience this matter may cause. We have secured and restored our reservation website and taken measures to strengthen our IT security. In addition, we have arranged to have AllClear ID protect your identity for 12 months at no cost to you. The following identity protection services start on the date of this notice and you can use them at any time during the next 12 months:

AllClear SECURE: The team at AllClear ID is ready and standing by if you need identity repair assistance. This service is automatically available to you with no enrollment required. If a problem arises, simply call (855) 683-1165 and a dedicated investigator will do the work to recover financial losses, restore your credit and make sure your identity is returned to its proper condition. AllClear ID maintains an A+ rating at the Better Business Bureau.

AllClear PLUS: This service offers additional layers of protection including identity theft monitoring that delivers secure, actionable alerts to you by phone and \$1,000,000.00 Identity Theft Insurance Coverage. To use the PLUS service, you will need to provide your personal information to AllClear ID. You may sign up online at enroll.allclearid.com or by phone by calling (855) 683-1165 using the following redemption code Redemption Code.

Please note: Additional steps may be required by you in order to activate your phone alerts.



01-01-1-00

Park 'N Fly Notifies Customers of Data Security Compromise

ATLANTA – Jan. 13, 2015 – Park 'N Fly (“PNF”) has become aware of a security compromise involving payment card data processed through its e-commerce website. PNF has been working continuously to understand the nature and scope of the incident, and has engaged third-party data forensics experts to assist with its investigation. The data compromise has been contained. While the investigation is ongoing, it has been determined that the security of some data from certain payment cards that were used to make reservations through PNF’s e-commerce website is at risk. The data potentially at risk includes the card number, cardholder’s name and billing address, card expiration date, and CVV code. Other loyalty customer data potentially at risk includes email addresses, Park 'N Fly passwords, and telephone numbers.

PNF is encouraging customers to take steps to protect their identity and financial information, and has established a toll-free call center to answer customer questions. As the investigation continues, and out of an abundance of caution, PNF also is offering identity monitoring and identity protection services to potentially affected customers, free of charge for the next 12 months. To learn more about these services and how to enroll, please visit <https://pnf.allclearid.com>.

PNF also suggests that customers remain vigilant and seek to protect against possible identity theft or other financial loss by reviewing account statements for any unusual activity, notifying their credit card companies of the potential data compromise, and monitoring their credit reports. Under U.S. law, individuals are entitled to one free credit report annually from each of the three major credit bureaus. To obtain a free credit report, visit www.annualcreditreport.com or call, toll-free, (877) 322-8228.

At no charge, PNF customers can also have these credit bureaus place a "fraud alert" on their files that alerts creditors to take additional steps to verify their identity prior to granting credit in their names. Please note, however, that because it tells creditors to follow certain procedures to protect the individual’s credit, it may also delay the ability to obtain credit while the agency verifies the individual’s identity. As soon as one credit bureau confirms an individual’s fraud alert, the others are notified to place fraud alerts on that individual’s file. Any individual wishing to place a fraud alert, or who has questions regarding their credit report, can contact any one of the following agencies: Equifax, P.O. Box 105069, Atlanta, GA 30348-5069, 800-525-6285, www.equifax.com; Experian, P.O. Box 2002, Allen, TX 75013, 888-397-3742, www.experian.com; or TransUnion, P.O. Box 2000, Chester, PA 19022-2000, 800-680-7289, www.transunion.com. Information regarding security freezes may also be obtained from these sources.

The Federal Trade Commission (FTC) also encourages those who discover that their information has been misused to file a complaint with them. To file a complaint with the FTC, or to obtain additional information on identity theft and the steps that can be taken to avoid identity theft, the FTC can be reached at: 600 Pennsylvania Avenue NW, Washington, D.C. 20580, or at www.ftc.gov/idtheft or (877) ID-THEFT (877-438-4338); TTY: (866) 653-4261. This notice has not been delayed because of law enforcement; however, instances of known or suspected identity

theft should be reported to law enforcement, the Attorney General in the individual's state of residence, and the FTC. State Attorneys General may also have advice on preventing identity theft. Individuals can also learn more about placing a fraud alert or security freeze on their credit files by contacting the FTC or their state's Attorney General. For North Carolina residents, the Attorney General can be contacted at 9001 Mail Service Center, Raleigh, NC 27699-9001, (919) 716-6400, www.ncdoj.gov. For Maryland residents, the Attorney General can be contacted at 200 St. Paul Place, 16th Floor, Baltimore, MD 21202, (888) 743-0023, www.oag.state.md.us.

To better assist our customers whose card data may potentially have been affected, PNF has established a confidential, toll-free hotline to answer questions. This hotline is available Monday through Saturday, 8:00 a.m. to 8:00 p.m. C.S.T. and can be reached at (855) 683-1165. Park 'N Fly will post updates on this website, as additional information becomes available.

Park 'N Fly regrets any inconvenience this security compromise may cause. PNF is committed to protecting its customers and their information, and will continue a comprehensive response to thoroughly investigate and respond to the incident and improve its data security. The company is also working with law enforcement and credit card brands.

Massachusetts residents please [click here](#)

Atlanta, GA 30348
800-525-6285
www.equifax.com

Allen, TX 75013
888-397-3742
www.experian.com

Chester, PA 19022-2000
800-680-7289
www.transunion.com

In order to request a security freeze, the individual will need to provide the following information:

1. Their full name (including middle initial as well as Jr., Sr., II, III, etc.);
2. Social Security number;
3. Date of birth;
4. If he/she has moved in the past five (5) years, provide the addresses where he/she has lived over the prior five years;
5. Proof of current address, such as a current utility bill or telephone bill;
6. A legible photocopy of a government-issued identification card (state driver's license or ID card, military identification, etc.);
7. If an individual is a victim of identity theft, include a copy of either the police report, investigative report, or complaint to a law enforcement agency concerning identity theft;
8. If an individual is not a victim of identity theft, include payment by check, money order, or credit card (Visa, MasterCard, American Express or Discover only). Do not send cash through the mail.

The credit reporting agencies have three (3) business days after receiving a request to place a security freeze on a credit file report. The credit bureaus must also send written confirmation to an individual within five (5) business days and provide him/her with a unique personal identification number (PIN) or password, or both, that can be used by him/her to authorize the removal or lifting of the security freeze.

To lift the security freeze in order to allow a specific entity or individual access to an individual's credit report, he/she must call or send a written request to the credit reporting agencies by mail and include proper identification (name, address, and Social Security number) and the PIN number or password provided to the individual when he/she placed the security freeze, as well as the identities of those entities or individuals he/she would like to receive his/her credit report or the specific period of time he/she wants the credit report available. The credit reporting agencies have three (3) business days after receiving an individual's request to remove the security freeze.

To obtain additional information regarding identity theft and the steps one can take to avoid identity theft, an individual may contact the Federal Trade Commission. They can be reached at: Federal Trade Commission, 600 Pennsylvania Avenue NW, Washington, DC 20580, or at www.ftc.gov/idtheft, 1-877-ID-THEFT (1-877-438-4338; TTY: 1-866-653-4261). The Federal Trade Commission also encourages those who discover that their information has been misused to file a complaint with them. The Massachusetts Attorney General may also have advice on preventing identity theft.

To better assist our customers who may be affected, PNF has established a confidential, toll-free hotline to answer questions from affected customers. This hotline is available Monday through Saturday, 8:00 a.m. to 8:00 p.m. C.S.T. and can be reached at (855) 683-1165. PNF will post