

April 14, 2016 – Notice of Data Breach / Data Security Incident

[INDIVIDUAL NAME]
[STREET ADDRESS]
[CITY, STATE AND POSTAL CODE]
[DATE]

Dear [INDIVIDUAL NAME]:

Thank you for shopping at Discount Rubber Stamps.Com. You are a valued customer and we appreciate your business. We respect the privacy of your information, which is why, as a precautionary measure, we are writing to let you know about a data security incident that recently took place on our system.

What Happened:

We learned that our computer system was accessed without our authorization during the time period of January 22, 2014 and February 8, 2016.

What Information Was Involved:

It is possible that customer credit card information may have been compromised during the incident. After a comprehensive analysis, our forensic investigators were unable to find evidence that any credit card information was accessed or stolen. Out of an abundance of caution, we are letting you know about the incident so you can take steps to protect yourself.

During the time period that someone may have accessed our system, all credit card information processed on our system was maintained on an encrypted server and was protected by security protocols.

What We Are Doing:

Upon learning about the incident, we immediately took steps to resolve the incident and prevent the unauthorized access to our system. We also implemented additional security measures designed to prevent a recurrence of such an attack, to quickly identify unusual activity, and to further protect the privacy of your information. We are actively working with forensic investigators, state attorney generals and law enforcement. In fact, we were required to delay our notification to you under the direction of the Federal Bureau of Investigation, so that steps could be taken to identify the individual who tampered with our system.

We value your privacy and deeply regret that this incident occurred. We are taking this incident very seriously and are actively continuing our investigation of the situation. We will notify you if there are any significant developments.

More Information:

Please review the information provided below on how you can actively protect your personal information. For further information and assistance, please contact us at 1-844-608-3819 or customers@discountrubberstamps.com.

Sincerely,



Jeremiah McNeal
President & CEO

STEPS YOU CAN TAKE TO PROTECT YOUR PERSONAL INFORMATION

Review Your Account Statements and Notify Law Enforcement of Suspicious Activity. As a precautionary measure, we recommend that you remain vigilant by reviewing your account statements and credit reports closely. If you detect any suspicious activity on an account, you should promptly notify the financial institution or company with which the account is maintained. You also should promptly report any fraudulent activity or any suspected incidence of identity theft to proper law enforcement authorities, your state attorney general, and/or the Federal Trade Commission. To file a complaint with the FTC, go to www.ftc.gov/idtheft or call 1-877-ID-THEFT (877-438-4338). Complaints filed with the FTC will be added to the FTC's Identity Theft Data Clearinghouse, which is a database made available to law enforcement agencies.

Copy of Credit Report. You may obtain a free copy of your credit report from each of the three major credit reporting agencies once every 12 months by visiting <http://www.annualcreditreport.com>, calling toll-free 877-322-8228, or by completing an Annual Credit Report Request Form and mailing it to Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348. You can print a copy of the request form at <https://www.annualcreditreport.com/cra/requestformfinal.pdf>. Or you can elect to purchase a copy of your credit report by contacting one of the three national credit reporting agencies. Contact information for the three national credit reporting agencies for the purpose of requesting a copy of your credit report or for general inquiries is provided below:

Equifax
(800) 685-1111
www.equifax.com
P.O. Box 740241
Atlanta, GA 30374

Experian
(888) 397-3742
www.experian.com
535 Anton Blvd., Suite 100
Costa Mesa, CA 92626

TransUnion
(800) 916-8800
www.transunion.com
P.O. Box 6790
Fullerton, CA 92834

Police Report. At this time, there is no police report relating to the incident. However, if a

report is issued at some time relating to this incident, you will have the right to obtain a copy of the police report.

Fraud Alert. You may want to consider placing a fraud alert on your credit report. An initial fraud alert is free and will stay on your credit file for at least 90 days. The alert informs creditors of possible fraudulent activity within your report and requests that the creditor contact you prior to establishing any accounts in your name. To place a fraud alert on your credit report, contact any of the three credit reporting agencies identified above. Additional information is available at <http://www.annualcreditreport.com>.

Security Freeze. In some US states, you have the right to put a security freeze on your credit file. This will prevent new credit from being opened in your name without the use of a PIN number that is issued to you when you initiate the freeze. A security freeze is designed to prevent potential creditors from accessing your credit report without your consent. As a result, using a security freeze may interfere with or delay your ability to obtain credit. You must separately place a security freeze on your credit file with each credit reporting agency. To place a security freeze, you may be required to provide the consumer reporting agency with information that identifies you including your full name, Social Security number, date of birth, current and previous addresses, a copy of your state-issued identification card, and a recent utility bill, bank statement or insurance statement.

Additional Free Resources on Identity Theft. You may obtain more information from your state Attorney General, as well as the Federal Trade Commission, about how to prevent/avoid identity theft. Taking Charge: What to Do if Your Identity is Stolen, a comprehensive guide from the FTC to help you guard against and deal with identity theft, can be found at <http://www.ftc.gov/bcp/edu/pubs/consumer/idtheft/idth04.shtm>.

You may contact the FTC at:

Federal Trade Commission
600 Pennsylvania Avenue, NW
Washington, DC 20580
(877) 438-4338

<http://www.ftc.gov/idtheft>

If you are a Maryland resident, you may obtain information from Attorney General of Maryland at:

Attorney General of Maryland
200 St. Paul Place
Baltimore, MD 21202
(410) 576-6300 / 1 (888) 743-0023 toll-free / TDD: (410) 576-6372

<https://www.oag.state.md.us/>



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If you are a North Carolina resident, you may obtain information from the North Carolina Department of Justice at:

NC Dept. of Justice

Consumer Protection Division

P.O. Box 629

Raleigh, NC 27602

919-716-6000

www.ncdoj.gov