



3 Horne Drive Suite 102
Folcroft, PA 19032
844-371-5335
10 a.m. – 5:30 p.m. EST daily

[Date]

«First_name» «Last_name»
«Address_1», «Suite/Apt»
«City», «State» «Zip»

NOTICE OF DATA BREACH

Dear «First_name» «Last_name»,

We are writing to notify you about a security incident that involves your payment card information.

What Happened? We use a third party service provider, Aptos, to maintain our database of customer ordering information. In November 2016, Aptos discovered indications that its systems had been compromised and promptly reported its suspicions to U.S. law enforcement agencies, who requested Aptos delay any notification of the incident to third parties, including Atlantic Cigar Co., during the criminal investigation. On February 10, 2017, Aptos notified us that there had been remote access intrusion to Aptos' systems that resulted in unauthorized access to our customers' information. At this time, we are unaware of any reports of credit card fraud or other misuse of our customers' data.

What Information Was Involved? The intrusion resulted in access to online transaction data, including your first and last name, billing and shipping address(es), phone number, payment card information including account number and expiration date.

What We Are Doing. In response to these events, Aptos has worked with a leading cybersecurity firm to remove the malware from and update the security of its systems, including strengthening access controls. Additionally, Atlantic Cigar Co. has 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 13 months:

AllClear Identity Repair: This service is automatically available to you with no enrollment required. If a problem arises, simply call [REDACTED] and a dedicated investigator will help recover financial losses, restore your credit and make sure your identity is returned to its proper condition.

AllClear Credit Monitoring: This service offers additional layers of protection including credit monitoring and a \$1 million identity theft insurance policy. To use this service, you will need to provide your personal information to AllClear ID. You may sign up online at enroll.allclearid.com using the following redemption code: [REDACTED]

Additional steps may be required by you in order to activate your phone alerts and monitoring options.

Other Important Information. Please review the "Further Steps and Contact List" information on the reverse side of this letter which identifies additional steps to take to protect your information.

For More Information. If you have further questions or concerns about this incident, please call AllClear ID, Monday through Saturday, 8 a.m. – 8 p.m. CST.

We take all privacy and security incidents seriously. We deeply regret any inconvenience this may cause you, and thank you for your understanding.

Sincerely,

Paul Scipioni
President

(see reverse side)

**FURTHER STEPS YOU CAN TAKE TO PROTECT YOUR INFORMATION
CONTACT LIST**

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 (FTC).

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 this form at <https://www.annualcreditreport.com/cra/requestformfinal.pdf>. You also can contact one of the following three national credit reporting agencies:

Equifax P.O. Box 105851 Atlanta, GA 30348 1-800-525-6285 www.equifax.com	Experian P.O. Box 9532 Allen, TX 75013 1-888-397-3742 www.experian.com	TransUnion P.O. Box 1000 Chester, PA 19016 1-877-322-8228 www.transunion.com	Free Annual Report P.O. Box 105281 Atlanta, GA 30348 1-877-322-8228 annualcreditreport.com
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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. If you request a security freeze from a consumer reporting agency there may be a fee up to \$10 to place, lift or remove the security freeze. In order 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 can obtain information from the consumer reporting agencies, Federal Trade Commission or from your respective state Attorney General about steps you can take toward preventing identity theft. You may report suspected identity theft to local law enforcement, including to the Federal Trade Commission or to the Attorney General in your state. Residents of Maryland, North Carolina, and Rhode Island can obtain more information from their Attorneys General using the contact information below.

Federal Trade Commission 600 Pennsylvania Ave, NW Washington, DC 20580 consumer.ftc.gov , and www.ftc.gov/idtheft 1-877-438-4338	Maryland Attorney General 200 St. Paul Place Baltimore, MD 21202 oag.state.md.us 1-888-743-0023	North Carolina Attorney General 9001 Mail Service Center Raleigh, NC 27699 ncdoj.gov 1-877-566-7226	Rhode Island Attorney General 150 South Main Street Providence, RI 02903 http://www.riag.ri.gov 401-274-4400
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We will **NOT** send you any electronic communications regarding this incident and ask you to disclose any personal information.