



ASOS US Sales LLC  
97N 10<sup>th</sup> Street  
Brooklyn NY 11249  
United States

August 26, 2026

Re: **Important Notice ASOS US Sales LLC**

Dear [NAME],

I'm writing on behalf of ASOS US Sales LLC and our affiliate, ASOS.com Limited, to let you know that information associated with your ASOS account may have been accessed by an unauthorised third party.

On Tuesday, July 28, 2026, we detected unusual activity involving your ASOS account and immediately began an investigation. On Wednesday, July 29, 2026, we confirmed that an unauthorized third party may have gained access to your account using login credentials obtained from a source outside ASOS. We have since secured your account and are contacting you because information associated with your account may have been affected.

On July 29, our security operations team blocked access to your account and imposed a mandatory password reset. We emailed you on Thursday, July 30, to notify you that you would need to reset your passwords. Where we saw evidence of suspicious transactions, either the transactions were blocked automatically, or our fraud personnel canceled them manually. We have seen no additional unauthorized activity since we took these steps.

Erring on the side of caution, we want to let you know there may have been unauthorized access to information associated with your account, possibly including your name; email address; delivery or billing address, telephone number; the last four digits of payment card and expiration date), and details of associated social media accounts (but *not* login credentials) or date of birth if you saved that information in your account. While we believe this issue has been resolved, we recommend you monitor your payment account activity and statements for anything unusual.

We also want to remind you that the three major credit reporting bureaus, Equifax, Experian, and TransUnion provide free services that may assist you. Under federal law, you are entitled to one free credit report annually from each of them. A free credit report lets you check whether:

ASOS US Sales LLC

Registered office: 300 Creek View Road, Suite 209, Newark DE 19711 No. 5476654  
State ID: B20260039235 (California) 17103489 (Georgia) 4528246 (New York)





- Someone has opened accounts or taken loans in your name;
- There are unfamiliar credit cards, addresses, or searches on your file;
- Your personal details are being used fraudulently; and/or
- Your credit score or history has changed unexpectedly.

To order a free credit report, visit [www.annualcreditreport.com](http://www.annualcreditreport.com) or call, toll-free, 1-877-322-8228.

You may also contact the credit bureaus to place a fraud alert or credit freeze on your credit file at no charge under federal law. A fraud alert is a 1-year (or longer) alert on your credit file that requires businesses to take added steps to verify your identity before extending new credit. A credit freeze prevents a credit bureau from releasing information about your credit history without your consent. You should know, however, that using a credit freeze to take control over who gets access to personal and financial information in your credit report may delay, interfere with, or prohibit the timely approval of a later request or application for a new loan, credit, mortgage, or any other credit account.

Please know that ASOS takes your privacy seriously and regrets any inconvenience caused by this incident. If you have any questions about this incident or we can help you in any way, please reach out to us at:

ASOS US Sales LLC  
97N 10<sup>th</sup> Street, Brooklyn, NY 11249, United States  
<https://www.asos.com/us/customer-care/get-in-touch/>

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## Additional information

### Federal Trade Commission

The Federal Trade Commission encourages those who discover that their information has been misused to file a complaint. For more information:

1-877-ID-THEFT / 1-877-438-4338

[www.identitytheft.gov](http://www.identitytheft.gov)

TTY: 1-866-653-4261

600 Pennsylvania Avenue NW, Washington, D.C. 20580

For information on your rights under the Fair Credit Reporting Act:

[www.consumerfinance.gov/f/201504\\_cfpb\\_summary\\_your-rights-under-fcra.pdf](http://www.consumerfinance.gov/f/201504_cfpb_summary_your-rights-under-fcra.pdf) Consumer Response Center, Room 130-A

Federal Trade Commission 600 Pennsylvania Ave. N.W.

Washington, D.C. 20580

### Credit reporting agencies

#### *Equifax*

1-888-298-0045

<https://www.equifax.com/personal/credit-report-services/>

Equifax Fraud Alert, P.O. Box 105069, Atlanta, GA 30348-5069;

Equifax Credit Freeze, P.O. Box 105788, Atlanta, GA 30348-5788.

#### *Experian*

1-888-397-3742

<https://www.experian.com/help/>

Experian Fraud Alert, P.O. Box 9554, Allen, TX 75013

Experian Credit Freeze, P.O. Box 9554, Allen, TX 75013.

#### *TransUnion*

1-800-916-8800

<https://www.transunion.com/credit-help>

TransUnion Fraud Alert, P.O. Box 2000, Chester, PA 19016

TransUnion Credit Freeze, P.O. Box 160, Woodlyn, PA 19094

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### State-specific information

*Colorado.* You may obtain one or more additional copies of your credit report, free of charge. You must contact each of the credit reporting agencies directly to obtain such additional report(s).

*District of Columbia.* You can obtain additional information about the steps you can take to avoid identity theft from the DC Office of the Attorney General at <https://oag.dc.gov/consumer-protection/consumer-alert-identitytheft>.

District of Columbia Attorney General  
400 6th Street, NW  
Washington, D.C. 20001  
202-727-3400  
<https://oag.dc.gov>

*Georgia.* As noted above, you may obtain a copy your credit report, free of charge. You must contact each of the credit reporting agencies directly to obtain such additional report(s).

*Iowa.* Report any suspected identity theft to local law enforcement, your Attorney General, and the Federal Trade Commission.

Iowa Attorney General  
Director of Consumer Protection Division  
1305 E. Walnut Street; Des Moines, IA 50319  
1-515-281-5926  
[www.iowattorneygeneral.gov](http://www.iowattorneygeneral.gov)

*Maryland.* You may obtain information from the Maryland Office of the Attorney General about steps to avoid identity theft at:

Office of the Attorney General of Maryland  
Consumer Protection Division  
200 St. Paul Place  
Baltimore, MD 21202  
1-888-743-0023  
<https://oag.maryland.gov/i-needto/Pages/identity-theft-information.aspx>.

*New Jersey.* As noted above, you may obtain a copy your credit report, free of charge. You must contact each of the credit reporting agencies directly to obtain such additional report(s).

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*New Mexico.* Consumers have rights pursuant to the Fair Credit Reporting Act, such as the right to be told if information in their credit file has been used against them, the right to know what is in their credit file, the right to ask for their credit score, and the right to dispute incomplete or inaccurate information. Further, pursuant to the Fair Credit Reporting Act, the consumer reporting bureaus must correct or delete inaccurate, incomplete, or unverifiable information; consumer reporting agencies may not report outdated negative information; access to consumers' files is limited; consumers must give consent for credit reports to be provided to employers; consumers may limit "prescreened" offers of credit and insurance based on information in their credit report; and consumers may seek damages from violators. Consumers may have additional rights under the Fair Credit Reporting Act not summarized here. Identity theft victims and active-duty military personnel have specific additional rights pursuant to the Fair Credit Reporting Act. We encourage consumers to review their rights pursuant to the Fair Credit Reporting Act by visiting [https://files.consumerfinance.gov/f/201504\\_cfpb\\_summary\\_your-rights-under-fcra.pdf](https://files.consumerfinance.gov/f/201504_cfpb_summary_your-rights-under-fcra.pdf) or by writing Consumer Response Center, Room 130-A, Federal Trade Commission, 600 Pennsylvania Ave. N.W., Washington, D.C. 20580.

*New York.* In addition to placing a security freeze on your credit report, as described above, you may report any incidents of suspected identity theft to the Federal Trade Commission, New York Attorney General, or local law enforcement.

You may obtain information about security breach response and identity theft prevention and protection from:

New York Attorney General  
Consumer Frauds & Protection Bureau  
120 Broadway, 3rd Floor  
New York, NY 10271  
(800) 771-7755  
[www.ag.ny.gov](http://www.ag.ny.gov)

New York Department of State  
Division of Consumer Protection  
99 Washington Avenue, Suite 650  
Albany, NY 12231  
(800) 697-1220  
[www.dos.ny.gov](http://www.dos.ny.gov)

*North Carolina.* You may obtain information about preventing identity theft from the North Carolina Attorney General's Office.

North Carolina Attorney General

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9001 Mail Service Center  
Raleigh, NC 27699-9001  
1-877-566-7226 or 1-919-716-6000  
[www.ncdoj.gov](http://www.ncdoj.gov)

*Oregon.* You are advised to report any suspected identity theft to local law enforcement, your Attorney General, and the Federal Trade Commission.

Oregon Department of Justice  
1162 Court Street NE  
Salem, OR 97301  
1-877-877-9392  
[www.doj.state.or.us](http://www.doj.state.or.us)

*Rhode Island.* You may obtain a police report regarding this incident.

Rhode Island Attorney General  
150 South Main Street  
Providence, RI 02903  
1-401-274-4400  
[www.riag.ri.gov](http://www.riag.ri.gov)

As of the date of this mailing, the approximate number of Rhode Island residents receiving this mailing is 334.

*Vermont.* Vermont residents may learn helpful information about fighting identity theft, placing a security freeze, and obtaining a free copy of your credit report on the Vermont Attorney General's website at <https://ago.vermont.gov/>.

Vermont residents who do not have internet access but would like to learn more about how to place a security freeze on your credit report may contact the Vermont Attorney General's Office at 800-649-2424 (toll free in Vermont only).

*Wyoming.* This notice was not delayed by law enforcement.

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