



748 Monterey Pass Road, Monterey Park, CA 91754

877-268-8327
www.artoftea.com/

January 5, 2015

Via U.S. Mail

First Name, Last Name

Address Line

Address Line 2

City, State, Zip Code

Dear Art of Tea Customer:

We are writing to notify you of a data security incident that may have involved your payment card data from purchases that you made at on our website. Art of Tea is committed to protecting your data and regrets any inconvenience caused by this incident. We apologize for the frustration and anxiety this causes our customers and as set forth below. We have arranged for Experian to provide credit monitoring at no cost to you. Steps to sign up for the service are set forth below.

1. What happened?

On December 29, 2014, we confirmed Art of Tea was the victim of a criminal cyberattack in that criminals contravened existing security tools to hack Art of Tea's website and reach our servers. Apparently the cyber criminals used malicious code to access certain data through our website. The investigation began on December 3, 2014, immediately after we received reports from our website managed service provider that criminals may have hacked our site. Since then, we have been working individually and in collaboration with the managed service provider and content providers to secure all future transactions on our website. While incidents of this kind have unfortunately become more common, we want you to know that we are working to minimize any inconvenience this incident may cause you. Please be assured Art of Tea has invested significant time and energy in updating and enhancing its website security tools, security policies, procedures and practices as a result of this event. We greatly appreciate your understanding.

2. What data may have been compromised?

Payment card information such as name, email address, billing address, credit card number, card verification value ("CVV"), expiration date for purchases made online through Art of Tea's website during the October 16, 2014 through November 28, 2014 time period. This letter has not been delayed by a law enforcement investigation.

3. What should you do?

It is always a good idea to review your payment card statements carefully and call your bank or card issuer if you see any suspicious transactions. The policies of the payment card brands such as Visa, MasterCard, American Express and Discover provide that you have zero liability for any unauthorized charges if you report them in a timely manner.

If you find any indication of unauthorized accounts or transactions, you should report the possible threat to your identity to local law enforcement, your State's Attorney General's office, or the Federal Trade Commission. We have provided contact information for some of those entities below as well as certain actions you may take, including obtaining your credit report and placing fraud alerts or credit freezes on your credit file. You should report any unauthorized accounts you see on your credit report to the credit reporting agency from which you obtained the credit report.

4. Activate ProtectMyID Now

To assist our customers who may have been affected by the breach, we are also offering a year's free identity protection services, including credit/debit card monitoring; personalized identity repair; retroactive fraud detection; credit monitoring, and an identity theft insurance policy to any customer who used a payment card to make online purchases through Art of Tea's website during the October 16, 2014 – November 28, 2014 time period. Affected customers may receive 12 months of identity protection services beginning on December 31, 2014, at no cost to the customer. You may activate your identity protection services by following the instructions below:

1. ENSURE **That You Enroll By: April 30, 2015** (Your code will not work after this date.)
2. VISIT the **ProtectMyID Web Site to enroll: www.protectmyid.com/protect**
3. PROVIDE **Your Activation Code: [\[code\]](#)**

If you have questions or need an alternative to enrolling online, please call 866-751-1324 and provide engagement #: [\[engagement number\]](#).

5. What additional steps can you take?

Order Your Free Credit Report. You are entitled under U.S. law to one free credit report annually from each of the three national credit bureaus, whose contact information is below. To order your free credit report, you can also visit www.annualcreditreport.com, call toll-free at 877-322-8228 or complete the Annual Credit Report Request Form on the U.S. Federal Trade Commission's website at www.ftc.gov and mail it to Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348-5281.

When you receive your credit reports, review them carefully to ensure that the information they contain is accurate. If you see anything on your credit reports or credit card account statements that appears incorrect, call the credit bureau at the telephone number on the report. Errors may be a warning sign of possible identity theft. You should notify the credit bureaus of any inaccuracies in your report as soon as possible so the information can be investigated and, if found to be in error, corrected. If there are accounts or charges you did not authorize, immediately notify the appropriate credit bureau by telephone and in writing. Information that cannot be explained should also be reported to your local police or sheriff's office because it may signal criminal activity.

Place a Fraud Alert on Your Credit File

To protect yourself from possible identity theft, consider placing a fraud alert on your credit file. A fraud alert helps protect you against the possibility of an identity thief opening new credit accounts in your name. When a merchant checks the credit history of someone applying for credit, the merchant gets a notice that the applicant may be a victim of identity theft. The alert notifies the merchant to take steps to verify the identity of the applicant. You can report potential identity theft to all three of the major credit bureaus by calling any one of the toll-free fraud numbers below. You will reach an automated telephone system that allows you to flag your file with a fraud alert at all three bureaus.

Equifax
P.O. Box 105069
Atlanta, GA 30348-5069
800-525-6285
www.equifax.com

Experian
P.O. Box 1017
Allen, TX 75013
888-397-3742
www.experian.com

TransUnion
P.O. Box 2000
Chester, PA 19022-2000
800-680-7289
fraud.transunion.com

Place a Security Freeze on Your Credit File

You may wish to place a “security freeze” on your credit file. A security freeze generally will prevent creditors from accessing your credit file at the three nationwide credit bureaus without your consent. However, please be aware that placing a security freeze on your credit report may delay, interfere with, or prevent the timely approval of any requests you make for new loans, credit mortgages, employment, housing or other services. The credit reporting agencies have three (3) business days after receiving a request to place a security freeze on a consumer’s credit report. You can request a security freeze by contacting and placing an order with each of the credit bureaus at:

Equifax Security Freeze
P.O. Box 105788
Atlanta, GA 30348
<https://www.freeze.equifax.com>

Experian Security Freeze
P.O. Box 9554
Allen, TX 75013
www.experian.com/freeze

TransUnion Security Freeze
P.O. Box 2000
Chester, PA 19022-2000
freeze.transunion.com

The credit bureaus may charge a reasonable fee to place a security freeze on your credit file. In order to request a security freeze, you will need to provide the following information:

1. Your full name (including middle initial as well as Jr., Sr., II, III, etc.);
2. Social Security Number;
3. Date of birth;
4. If you have moved in the past five (5) years, provide the addresses where you have lived over the prior five (5) 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 you are a victim of identity theft, include a copy of the police report, investigative report, or complaint to a law enforcement agency concerning identity theft; and

January 5, 2015

Page 4

8. If you are 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.

6. Helpful Information Regarding Identity Theft.

You can learn more about how to protect yourself from becoming a victim of identity theft by contacting the Federal Trade Commission to obtain additional information about how to avoid identity theft, how to place a fraud alert, and how to place a security freeze on your credit report.

Federal Trade Commission,
Consumer Response Center
600 Pennsylvania Avenue, NW
Washington, DC 20580
1-877-IDTHEFT (438-4338)
www.ftc.gov/idtheft

7. Additional Information for Iowa, Massachusetts, Maryland, North Carolina, West Virginia and Wisconsin

Residents of Iowa, Massachusetts, Maryland, North Carolina, West Virginia and Wisconsin, please see the attached appendix for more helpful information for you.

8. Questions for Art of Tea?

Please contact Shamir Merino at security@artoftea.com or 877-268-8327 extension 72 between 9:00 a.m. to 5:00 p.m. Pacific time, Monday through Friday.

Sincerely,

/s/ Steve Schwartz

Steve Schwartz
CEO | Art of Tea

APPENDIX "A"

Additional Information for West Virginia and Wisconsin Residents:

Residents of West Virginia, you may contact us to learn (1) what types of information we maintained about you or about individuals in general; and (2) whether we maintained information about you. Residents of Wisconsin, upon written request by an affected person who has received a notice, we will identify the personal information that was acquired. Our mailing address is 748 Monterey Pass Road, Monterey Park, CA 91754. You may contact us at www.artoftea.com, or by calling 1-877-268-8327.

For Iowa residents: You may also contact local law enforcement or the Iowa attorney General's Office to report suspected incidents of identity theft. You can reach the Iowa Attorney General at:

Iowa Attorney General
1305 E. Walnut Street
Des Moines, IA 50319
515-281-5164
<http://www.iowaattorneygeneral.gov>.

For residents of Maryland: You may also obtain information about preventing and avoiding identity theft from

Maryland Office of the Attorney General,
Consumer Protection Division
200 St. Paul Place, Baltimore, MD 21202
1-888-743-0023
www.oag.state.md.us

For residents of North Carolina: You may also obtain information about preventing and avoiding identity theft from the:

North Carolina Attorney General's Office
Consumer Protection Division
9001 Mail Service Center
Raleigh, NC 27699-9001
1-919-716-6400
www.ncdoj.gov