



October 22, 2014

«Customer name»

Re: Payment Card Compromise

Dear «Customer name»:

We are writing to alert you that on October 17<sup>th</sup>, 2014 we discovered that malware (malicious computer code) had been installed on our server which compromised customer payment card information submitted with orders to our company between October 11<sup>th</sup> and 17<sup>th</sup>, 2014. As soon as we discovered the incident we had our Server IT professionals remove the malware and quarantine affected files. They are performing hourly scans and have seen no evidence of reoccurrence.

It appears that the malware caused payment card data to be stolen on orders to our company between October 11<sup>th</sup> and 17<sup>th</sup>, 2014. The payment card data was comprised of customer names, email address, billing and mailing addresses, purchase information, credit card or debit card numbers, the card expiration date and security code on the back of the card. It did not include debit or credit card PINs or bank account numbers.

Our site is now secure and measures have been implemented to prevent similar attempts in the future. The backdoor that allowed the code to be installed was identified and secured. We are not aware of any connection between this breach and cases of fraud. We have reported the breach to our merchant bank and to the three major credit bureaus in the United States: Equifax, Experian and TransUnion. We did not provide them your personal information.

We deeply regret the inconvenience this may cause you. We take the security of your information very seriously and encourage you to contact us should you have any questions. You can call us at 800-953-5499 ext. 5, email us at [data@backcountrygear.com](mailto:data@backcountrygear.com), or visit us at [www.backcountrygear.com/data-notification](http://www.backcountrygear.com/data-notification). In the meanwhile, in addition to the notification advisories on the following pages, we encourage you to change the password to the account you hold with us. We also recommend that you closely monitor your financial accounts and that you promptly contact your financial institution if you notice any unauthorized activity or contact your credit card company and request a new credit card be issued.

We apologize for any inconvenience this may cause you. Please contact us should you have any questions. On behalf of each member of our team, thank you for your loyalty and understanding.

Sincerely,

Michael Monson,  
Co-Founder and Owner of Backcountrygear.com

**Please see State Notification Requirements on the following pages**

## State Notification Requirements

**All States:** You may obtain a copy of your credit report or request information on how to place a fraud alert or security freeze by contacting any of the following national credit bureaus. It is recommended that you remain vigilant for any incidents of fraud or identity theft by reviewing credit card account statements and your credit report for unauthorized activity.

### **Equifax**

*For Fraud Alerts:*

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

### **Experian**

*For Fraud Alerts:*

P.O. Box 9554  
Allen, TX 75013  
888-397-3742  
www.experian.com

### **TransUnion**

*For Fraud Alerts:*

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

*For Security Freezes:*

Equifax Security Freeze  
P.O. Box 105788  
Atlanta, GA 30348  
800-685-1111  
www.equifax.com

*For Security Freezes:*

Experian Security Freeze  
P.O. Box 9554  
Allen, TX 75013  
888-397-3742  
www.experian.com

*For Security Freezes:*

TransUnion LLC  
P.O. Box 2000  
Chester, PA 19022-2000  
888-909-8872  
www.transunion.com

**For residents of West Virginia:** It is required by state law that you be informed of your right to place a security freeze on your credit report by contacting any of the credit bureaus listed above. A security freeze is intended to prevent credit, loans and services from being approved in your name without your consent. The security freeze is free of charge if you are a victim of identity theft and you provide a copy of an identity theft report made to law enforcement or the Department of Motor Vehicles. The consumer reporting bureau may charge a fee (generally \$5.00) to lift or remove a security freeze.

To place a security freeze on your credit report, you may be able to use an online process, an automated telephone line or a written request. Written requests can be made to the addresses referenced above. Online and telephonic requests can be made to the following sites and numbers: Equifax – <https://www.freeze.equifax.com> and 800-685-1111 [New York residents 800-349-9960]; Experian - <https://www.experian.com/freeze/center.html> and 888-397-3742; and TransUnion - <http://www.transunion.com/personal-credit/credit-disputes/credit-freezes.page> and 888-909-8872. The following information must be included when requesting a security freeze: full name and any suffixes; complete address; Social Security Number; date of birth; proof of identification; and the identify theft report referenced above.

**For residents of Iowa, Maryland, Michigan, Missouri, North Carolina, Oregon, and West Virginia:** It is required by state laws that you be informed that you may obtain a copy of your credit report, free of charge, whether or not you suspect any unauthorized activity on your account.

**For residents of Iowa:** State law advises you to report any suspected identity theft to law enforcement or to the Attorney General.

**For residents of Oregon:** State law advises you to report any suspected identity theft to law enforcement and to the Federal Trade Commission.

**For residents of Illinois, Maryland and North Carolina:** You can obtain information from the Federal Trade Commission, and for residents of Maryland and North Carolina, from your respective state Office of the Attorney General, about steps you can take toward preventing identity theft. These addresses are set forth on the following page.

<b>Federal Trade Commission</b> Bureau of Consumer Protection 600 Pennsylvania Avenue, NW Washington, D.C. 20580 <a href="http://www.ftc.gov/bcp/edu/microsites/idtheft/">www.ftc.gov/bcp/edu/microsites/idtheft/</a> 877-IDTHEFT (438-4338)	<b>Maryland Office of the Attorney General</b> Consumer Protection Division <a href="http://www.oag.state.md.us/">http://www.oag.state.md.us/</a> 888-743-0023	<b>North Carolina Office of the Attorney General</b> Consumer Protection Division <a href="http://www.ncdoj.gov/">http://www.ncdoj.gov/</a> 877-566-7226
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**For residents of Vermont:** State law advises you not to provide personal information in response to electronic communications regarding security breaches.