DOW JONES
Dow Jones • Attn: Manager of Subscription Services
P.O. Box 7007 • Chicopee, MA 01021-9985

00136
JOHN Q. SAMPLE
1234 MAIN STREET
ANYTOWN US 12345-6789

00002
ACD1234

October 9, 2015

Dear JOHN SAMPLE:

I am writing to inform you about a recent incident we discovered at Dow Jones that may involve the security of your personal information. As part of subscribing to WSJ, MarketWatch, or Barron's, you provided us with personal information related to registration, including your name, address, and payment card information. Although we have no evidence this information was taken from our system, and we are unaware of any actual or attempted misuse of this information, we are sending this letter to provide you with information about the incident, steps we have taken related to the incident, and information about what you can do to better protect against identity theft and fraud. We regret that this incident occurred and take the security of personal information very seriously.

What Happened? On August 19, 2015, we determined that an unauthorized third party accessed a server containing certain customer personal information related to registration, including your name, address, and payment card information. While we have no evidence this information was taken from our systems, and we are unaware of any actual or attempted misuse of this information, please take note of the important information in this letter.

What Has Dow Jones Done In Response? We devote substantial resources to cyber-security; unfortunately, no company is immune to cyber attacks these days. We initiated an investigation as soon as we learned of the potential unauthorized access. We identified and closed the known access paths and have taken further steps to secure our systems. Moreover, we have no evidence that the attackers are still in our system, and we are examining ways we can prevent incidents of this kind from happening again. In addition, we have provided notice of this incident to our potentially impacted customers, and to certain state regulators, as required. We also created a dedicated toll free number staffed with professionals familiar with this incident and knowledgeable about what you can do to protect yourself further.

As a precaution, we have arranged to have AllClear ID provide identity protection services for 24 months at no cost to you. The following services start on the date of this letter and you can use them at any time during the next 24 months.

AllClear SECURE: The team at AllClear ID is ready and standing by if you need identity repair assistance. This service is automatically available to you with no enrollment required. If a problem arises, simply call 1-855-229-0071 and a dedicated AllClear investigator will do the work to recover financial losses, restore your credit, and make sure your identity is returned to its proper condition.

AllClear PRO: This service offers additional layers of protection, including credit monitoring and a $1 million identity theft insurance policy. To use the PRO service, you will need to provide your personal information to AllClear ID. You may sign up online at enroll.allclearid.com or by phone by calling 1-855-229-0071 using the following redemption code: Redemption Code. Please note: Additional steps may be required by you in order to activate your phone alerts and monitoring options.

What Can You Do? We recommend that you review the information provided in this letter for some steps that you can take to protect yourself against any potential misuse of your personal information. For example, you can take advantage of the free services available to you through AllClear ID, including identity repair assistance and Identity Theft and Credit Monitoring.

In general, you should remain vigilant for incidents of fraud and identity theft by regularly reviewing your account statements and monitoring free credit reports. If you discover any suspicious or unusual activity on your accounts or suspect identity theft or fraud, be sure to report it immediately to your financial institutions.

In addition, you may contact the Federal Trade Commission ("FTC") or law enforcement to report incidents of identity theft or to learn about steps you can take to protect yourself from identity theft. To learn more, you can go to the FTC's Web site, at www.consumer.gov/idtheft, or call the FTC, at (877) IDTHEFT (438-4338) or write to Federal Trade Commission, Consumer Response Center, 600 Pennsylvania Avenue, NW, Washington, DC 20580.

You may also periodically obtain credit reports from each nationwide credit reporting agency. If you discover information on your credit report arising from a fraudulent transaction, you should request that the credit reporting agency delete that information from your credit report file. In addition, under federal law, you are entitled to one free copy of your credit report every 12 months from each of the three nationwide credit reporting agencies. You may obtain a free copy of your credit report by going to www.AnnualCreditReport.com or by calling (877) 322-8228. You may contact the nationwide credit reporting agencies at:

Equifax	Experian	TransUnion
(800) 525-6285	(888) 397-3742	(800) 916-8800
P.O. Box 740241	P.O. Box 9701	Fraud Victim Assistance Division
Atlanta, GA 30374-0241	Allen, TX 75013	P.O. Box 2000
www.equifax.com	www.experian.com	Chester, PA 19022
		www.transunion.com

You may obtain additional information from the FTC and the credit reporting agencies about fraud alerts and security freezes. You can add a fraud alert to your credit report file to help protect your credit information. A fraud alert can make it more difficult for someone to get credit in your name because it tells creditors to follow certain procedures to protect you, but it also may delay your ability to obtain credit. You may place a fraud alert in your file by calling just one of the three nationwide credit reporting agencies listed above. As soon as that agency processes your fraud alert, it will notify the other two agencies, which then must also place fraud alerts in your file. In addition, you can contact the nationwide credit reporting agencies regarding how you may place a security freeze to restrict access to your credit report.

Please know that we regret any inconvenience or concern this incident may cause you, and that we're here to help. Do not hesitate to contact us at our dedicated toll free number 877-975-6398 if you have any questions or concerns.

Sincerely,

Christina Komporlis
Vice President, Membership
Dow Jones & Company, Inc.

Additional State Specific Information:

IF YOU ARE AN IOWA RESIDENT: You may contact local law enforcement or the Iowa Attorney General's Office to report suspected incidents of identity theft. You can contact the Iowa Attorney General at:

Office of the Attorney General
1305 E. Walnut Street
Des Moines, IA 50319
(515) 281-5164
http://www.iowaattorneygeneral.gov/

IF YOU ARE A MARYLAND RESIDENT: You may obtain information about avoiding identity theft from the FTC or the Maryland Attorney General's Office. These offices can be reached at:

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

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

IF YOU ARE A NORTH CAROLINA RESIDENT: You may obtain information about preventing identity theft from the FTC or the North Carolina Attorney General's Office. These offices can be reached at:

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

North Carolina Department of Justice
Attorney General Roy Cooper
9001 Mail Service Center
Raleigh, NC 27699-9001
(877) 566-7226
http://www.ncdoj.com