April , 2016

Notice of Data Breach

Dear Valued Customer.

We are writing to let you know about an incident we recently discovered that may affect your personal information. We are taking this incident seriously, and continue to investigate. Please review this notice carefully.

What Happened?

On approximately October 12, 2015, an unknown and unauthorized party exploited a vulnerability in the third-party shopping cart software used on our Web site and inserted malicious software that intercepted information provided by customers while making a purchase.

What Information Was Involved?

Your name, address, and credit card information (including expiration date and security code) were among the information potentially intercepted.

What Are We Doing?

Since we learned of this issue on March 16, 2016, we have been investigating the incident, including communicating with the third-party software vendor, and taking steps to prevent such an incident from recurring and mitigate its effect on you. The affected files have been removed, and the underlying third-party software has been updated to prevent similar issues in the future. We are currently reviewing all of our security practices to identify additional steps we might take to further protect customer information. We have, of course, informed the credit reporting agencies and payment card networks about this incident so that they may take appropriate action regarding your credit card account.

What You Can Do

Even though the incident happened some time ago, to date we have not received even one report of actual misuse of any credit card as a result of this incident. We recommend that you monitor your credit card transaction records and credit reports for fraudulent transactions or accounts. If you suspect fraudulent activity, you can contact your local law enforcement agency, the attorney general of your state, and the Federal Trade Commission.
Additional information on how to avoid identity theft and what to do if you suspect your identity has been stolen is provided by the Federal Trade Commission. You can contact them at FTC Identity Theft Clearinghouse, 600 Pennsylvania Avenue, NW, Washington, D.C. 20580, 1-877-ID-THEFT, or www.consumer.ftc.gov.

You may also consider contacting the credit reporting agencies directly if you wish to put in place a fraud alert or a security freeze. These measures do not affect use of your credit card, but may protect against identity theft. A fraud alert will notify any merchant checking your credit history that you may be the victim of identity theft and that the merchant should take additional measures to verify the application. Contacting any one of the three agencies will place an alert on your file at all three. A security freeze restricts all creditor access to your account, but might also delay any requests you might make for new accounts. Enquire with the credit reporting agencies for their specific procedures regarding security freezes.

Equifax	Experian	TransUnion
(800) 525-6285	(888) 397-3742	(800) 916-8800
www.equifax.com	www.experian.com	www.transunion.com
PO Box 740241	PO Box 9554	PO Box 2000
Atlanta, GA 30374	Allen, TX 75013	Chester, PA 19022-2000

For More Information
If you have additional questions, or for the latest information on this incident you may contact us by calling 800-543-8247 or by contacting us in writing at PO Box 24641, Seattle, WA 98124.

On behalf of LuckyPet, we regret any inconvenience this may cause you.

Sincerely,

Vice-President
Michael Kaplan