

Dear _____,

Regretfully, on Thursday, November 5, 2015, we learned that Oiselle.com was the target of criminal hacking activity, resulting in the theft of some of our customer transaction data for transactions that occurred between October 29th, 2015 and November 5th, 2015. In reviewing our records, we have determined that your information may have been affected. Specifically, based on our investigation the attacker obtained access to your name, email address, billing address, credit card number, expiration month and year, and three-digit security code used for the order placed during that time frame. Although we have no evidence that your password was compromised, **out of an abundance of caution, we recommend that you change your password now**. If you use the same password for other services, we recommend that you change the password on those websites too.

We have implemented enhanced security measures designed to prevent a recurrence of this type of incident, and are conducting a broader review of our security policies and procedures. We have contacted the Federal Bureau of Investigations, and offered our full cooperation to hold the hackers responsible for their actions. We will continue to cooperate with law enforcement, our merchant bank and the credit card companies. In addition, please note the following:

- We urge you to remain vigilant against threats of identity theft or fraud, and to regularly review your credit card statements and credit reports for any unauthorized activity.
- If you suspect that you are a victim of identity theft or fraud, you have the right to file a police report. In addition, you may contact your State Attorney General's office or the Federal Trade Commission to learn about the steps you can take to protect yourself against identity theft.
- Be alert to "phishing" by someone who acts like a colleague or friend and requests sensitive information over email, such as passwords, social security numbers, or bank account numbers. We will NOT ask for this type of sensitive information over email.

Please also refer to the *Resources Guide* attached to this letter for additional resources.

We value the trust you place in us and we sincerely regret this incident and any inconvenience this may have caused you.

Please feel free to contact us directly if you have any questions or concerns.

Sincerely yours,

Atsuko Tamura
President
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IDENTITY THEFT RESOURCES GUIDE – UNITED STATES

For Residents of Illinois, Iowa, Maryland and North Carolina: For information about fraud alerts, security freezes, and steps you can take to protect against identity theft, contact the U.S. Federal Trade Commission (see contact information below), or as applicable:

Iowa's Office of the Attorney General: 1305 E. Walnut Street, Des Moines, IA 50319; Tel: (515) 281-5164; or Visit www.iowa.gov/government/ag. State law advises you to report any suspected identity theft to law enforcement or to the Attorney General.

Maryland's Office of the Attorney General: 200 Saint Paul Place, Baltimore, MD 21202; Tel: (410) 576-6300; or Visit: www.oag.state.md.us

North Carolina's Attorney General's Office: 9001 Mail Service Center, Raleigh, NC 27699-9001; Tel: (919) 716-6400; Fax: (919) 716-6750; or Visit: <http://www.ncdoj.com>

U.S. Federal Trade Commission (FTC): The FTC has helpful information about how to avoid identity theft and other steps that consumers can take to protect themselves.

Write to: Consumer Response Center, 600 Pennsylvania Ave., NW, H-130, Washington, D.C. 20580

Call Toll-Free: 1-877-IDTHEFT (438-4338); or Visit: <http://www.ftc.gov/idtheft>

If you are a Massachusetts Resident: Under Massachusetts law, you have the right to obtain a police report in regard to this incident. If you are the victim of identity theft, you also have the right to file a police report and obtain a copy of it. Massachusetts law also allows consumers to place a security freeze on their credit reports. Please see below to learn how.

Free Annual Credit Report: You may obtain a free copy of your credit report once every 12 months and may purchase additional copies of your credit report. Call Toll-Free: 1-877-322-8228; or Visit:

<https://www.annualcreditreport.com>; or Contact any one or more of the national consumer reporting agencies:

Equifax:	P.O. Box 740241, Atlanta, GA 30374-0241	(800) 685-1111	www.equifax.com
Experian:	P.O. Box 2002, Allen, TX 75013	(888) 397-3742	www.experian.com
TransUnion:	P. O. Box 1000, Chester, PA 19022	(800) 888-4213	
	www.transunion.com		

"Fraud Alerts" and "Security Freezes"

Fraud Alert - You may have the right to place a fraud alert in your file to alert potential creditors that you may be a victim of identity theft. Creditors must then follow certain procedures to protect you; therefore, a fraud alert may delay your ability to obtain credit. An "initial fraud alert" stays in your file for at least 90 days. An "extended fraud alert" stays in your file for 7 years, and will require an *identity theft report* (usually, a filed police report). You may place a fraud alert by calling any one of the three national consumer reporting agencies:

Equifax: 1-800-525-6285

Experian: 1-888-397-3742

TransUnion: 1-800-680-7289

Security Freeze – Some US state law, including in Massachusetts, provide the right to place a security freeze on your credit file, which prevents credit, loans and services from being approved in your name without your consent. Using a freeze may interfere with or delay your ability to obtain credit.

To place a freeze, send a request by mail to each consumer reporting agency (addresses below) with the following (if you are requesting a credit report for your spouse, this information must be provided for him/her as well): (1) Full name, with middle initial and any suffixes; (2) Social Security Number; (3) Date of Birth; (4) proof of current address (such as a utility bill or telephone bill) and list of any previous addresses for the past five years; (5) copy of a government issued identity card, and (6) copy of police report, investigative report or complaint to law enforcement regarding identity theft. The consumer reporting agency may charge a fee up to \$5.00 to place, lift, and/or remove a freeze, unless you are a victim of identity theft or the spouse of a victim, and you have submitted a valid police report relating to the identity theft incident to the consumer reporting agency.

The consumer reporting agencies have three business days after receiving your letter to place a security freeze on your credit report. The credit bureaus must also send written confirmation to you within five business days and provide you with a unique PIN or password that can be used by you to authorize the removal or lifting of the security freeze.

To lift the security freeze in order to allow a specific entity or individual access to your credit report, you must call or send a written request to the consumer reporting agencies by mail and include proper identification (name, address, and SSN) and the PIN number or password provided to you when you placed the security freeze as well as the identities of those entities or individuals you would like to receive your credit report or the specific period of time you want the credit report available. The consumer reporting agencies have three business days after receiving your request to lift the security freeze for those identified entities or specified period of time.

To remove the security freeze, you must send a written request to each of the three credit bureaus by mail and include proper identification (name, address, and SSN) and the PIN number or password provided to you when you placed the security freeze. The credit bureaus have three business days after receiving your request to remove the freeze.

Equifax Security Freeze: P.O. Box 105788, Atlanta, Georgia 30348

Experian Security Freeze: P.O. Box 9554, Allen, TX 75013

TransUnion (Fraud Victim Assistance Division): P.O. Box 6790, Fullerton, CA 92834-6790