

September 15, 2016

Re: Notice of Data Breach

**SCENTLOK**  
TECHNOLOGIES

This letter is to follow up our earlier e-mail notification to you. We are sending this letter to you to inform you of a recent incident involving your personal information.

#### WHAT HAPPENED AND WHAT INFORMATION WAS INVOLVED?

On or about August 31, 2016, we learned that a malware program had infected the ScentLok website and may have intercepted credit card information relating to transactions made on the ScentLok website between August 3, 2016 and August 31, 2016 namely, card number, expiration date and CVV code, and billing address (name and address, e-mail address and telephone number). Our records indicate that you made a credit card transaction on the ScentLok.com website during that timeframe. As such, your credit card information described above may have been exposed to a third party.

We truly regret that this incident has occurred and apologize for any difficulty or inconvenience it may cause you.

#### WHAT SCENTLOK IS DOING

Since learning of the incident, ScentLok immediately corrected the issue by removing the malware program from the ScentLok website in order to ensure that purchases made from ScentLok.com are secure. In addition, ScentLok is identifying further actions to reduce the risk of this situation recurring. ScentLok is further reporting this incident to law enforcement authorities and will cooperate with their efforts. Requests for copies of the police report can be made to the Muskegon Township Police Department (Report No. 2016 - 05402). Our notice to you, however, has not been delayed by our dealings with law enforcement.

#### WHAT YOU CAN DO

We are keenly aware of how important your personal information is to you. As a security precaution, we recommend monitoring your accounts for any suspicious activity or requesting that your bank or other credit card issuer issue you a new credit card. The Federal Trade Commission suggests the following steps if you believe your identity has been stolen or may be stolen:

1. Place a fraud alert on your credit reports and review your credit reports. Contact the toll-free fraud number of any of the three consumer reporting companies below to place a fraud alert on your credit report. **You only need to contact one of the three companies to place an alert.** The company you call is required to contact the other two companies.
  - **Equifax.** 1-800-525-6285 – P.O. Box 740241, Atlanta, GA 30374-0241 – [www.equifax.com](http://www.equifax.com);
  - **Experian.** 1-888-EXPERIAN or 1-888-397-3742 – P.O. Box 9532, Allen, TX 75013 – [www.experian.com](http://www.experian.com);
  - **TransUnion.** 1-800-680-7289 – Fraud Victim Assistance Division, P.O. Box 6790, Fullerton, CA 92834-6790 – [www.transunion.com](http://www.transunion.com).

Once you place the fraud alert, you are entitled to order free copies of your credit reports.

2. Carefully review your credit reports. Look for inquiries from companies that you haven't contacted, accounts that you did not open, and debts on your accounts that you can't explain. Be aware that some companies may bill under names other than their store names.
3. Close any accounts that you know, or believe, have been tampered with or opened fraudulently.
4. File your concern(s) with the Federal Trade Commission. This important information helps law

enforcement agencies track down identity thieves. You can contact the Federal Trade Commission by calling 1-877-ID-THEFT (1-877-438-4338), or by visiting the Federal Trade Commission website at [www.ftc.gov/idtheft](http://www.ftc.gov/idtheft), or by writing to the FTC at: Identity Theft Clearinghouse, Federal Trade Commission, 600 Pennsylvania Avenue, NW, Washington, DC 20580.

5. File a report with your local police or the police in the community where the identity theft took place. Further, you are entitled to request a copy of the police report filed in this matter.

Even if you do not find any signs of fraud on your credit reports, experts in identity theft recommend you check your credit reports every three months for the next year.

#### OTHER INFORMATION

Finally, you can request that a security freeze be placed on your credit file by contacting each of the three reporting agencies listed above and/or contacting the Federal Trade Commission to receive additional information regarding security freezes. Placing a freeze on your credit report will prevent lenders and others from accessing your credit report entirely, which will prevent them from extending credit. With a security freeze in place, even you will need to take special steps when you wish to apply for any type of credit. Please note, because of more stringent security features, *you will need to place a security freeze separately with each of the three major credit reporting companies if you want the freeze on all of your credit files.* A security freeze remains on your credit file until you remove it or choose to lift it temporarily when applying for credit or credit-dependent services. When requesting a security freeze, be prepared to provide your name, address, social security number, and date of birth.

#### MARYLAND RESIDENTS

Maryland residents, please note that you can receive further information on steps you can take to avoid identity theft by visiting the Maryland Attorney General's website at [www.oag.state.md.us](http://www.oag.state.md.us), or by contacting the Maryland Attorney General at 1-888-743-0023 (toll-free), via email at [idtheft@oag.state.md.us](mailto:idtheft@oag.state.md.us), or by mail at 200 St. Paul Place, 16th Floor, Baltimore, MD 21202.

#### NORTH CAROLINA RESIDENTS

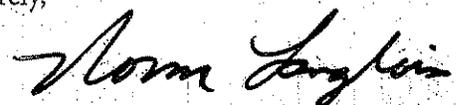
North Carolina residents, please note that you can receive further information on steps you can take to avoid identity theft by visiting the North Carolina Attorney General's website at [www.ncdoj.gov/](http://www.ncdoj.gov/), or by contacting the North Carolina Attorney General at 1-877-5-NO-SCAM (toll-free within NC) or 1-919-716-6000 (outside NC), or by mail at Consumer Protection Division, Attorney General's Office, Mail Service Center 9001, Raleigh, NC 27699-9001.

#### FOR MORE INFORMATION

If you have any questions or need any help with anything mentioned in this letter, please contact me by e-mail at [security@scentlok.com](mailto:security@scentlok.com) or by toll-free phone at 844.257.9505. In addition, if you believe that your information has been used without your authorization, please notify your local law enforcement officials immediately to enable them to promptly investigate the matter.

We take the security of our customers and their data very seriously and our team is working diligently to ensure breaches of this type do not happen in the future.

Sincerely,



Norm Langlois, VP Sales



<< Test First Name >>

It has come to our attention that a security breach in our website may have exposed your credit card information to an outside party. This vulnerability has been addressed by our web security team in order to ensure that purchases from [ScentLok.com](http://ScentLok.com) are fully secured. However as a security precaution we recommend monitoring your account for any suspicious activity or requesting that your bank issue you a new credit card.

Please understand we take the security of our customers and their data very seriously, and our team is working diligently to ensure breaches of this type do not happen in the future. We appreciate your business and value you as a ScentLok customer. As a token of our appreciation please use coupon code << Test Coupon Code >> to receive an 40% discount on your next purchase.

If you have any further concerns please contact us directly at 800.315.5799.

Thank you,  
The ScentLok Family

---

*For a limited time only, switch to the ScentLok family and save 50% on select gear at [ScentLok.com](http://ScentLok.com)!  
**FREE SHIPPING on all orders over \$99!** Prices vary based on color/size selected. No other coupons or discounts apply with this offer. Gift Card purchases do not count toward promotional purchases and are excluded from all sales.*

