[Date of Mailing]

[first name][last name]
[address]
[city][state][zip]

Notice of Data Breach

Dear [first name][last name],

At Taos Footwear, we value the relationship we have with our customers. We are writing to inform you about an incident which may involve some of your personal information.

What Happened?
On April 25, 2016, we learned that our website may have been compromised. Taos Footwear immediately began an investigation and discovered that malicious code was installed on our website on April 14, 2016. We also found evidence that an unauthorized person may have gained access to some of your information. We immediately removed the malicious code and reconfigured the relevant website.

What information was involved?
The information was unencrypted payment card information, which included your name, address, payment card number and card expiration date.

What you can do.
We recommend that you remain vigilant by reviewing your account statements for any unauthorized activity. You should immediately report any unauthorized charges to your financial institution because the major credit card companies have rules that restrict them from requiring you to pay for fraudulent charges that are reported in a timely manner.

What we are doing.
To address this incident, we are taking steps to review our security measures.

For More Information
We regret any inconvenience or concern this may have caused. If you have any questions, or you need further assistance, please call xxx-xxx-xxxx Monday through Friday between the hours of xxxx and xxxx.

Sincerely,

[Name]

INFORMATION ABOUT PREVENTING IDENTITY THEFT

We encourage you to remain vigilant to the possibility of fraud and identity theft by reviewing your credit card, bank, and other financial statements for any unauthorized activity. You may also obtain a copy of your credit report, free of charge, directly from each of the three nationwide credit reporting agencies. To order your credit report, free of charge once every 12 months, please visit www.annualcreditreport.com or call toll free at 1-877-322-8228. Contact information for the three nationwide credit reporting agencies is as follows:

Equifax	Experian	TransUnion
PO Box 740241	PO Box 9554	PO Box 2000
Atlanta, GA 30374	Allen, TX 75013	Chester, PA 19016
www.equifax.com	www.experian.com	www.transunion.com
1-800-685-1111	1-888-397-3742	1-800-888-4213

If you believe you are the victim of identity theft or have reason to believe your personal information has been misused, you should immediately contact the Federal Trade Commission and/or the Attorney General's office in your home state. For residents of Maryland: You may also obtain information about preventing and avoiding identity theft from the Maryland Office of the Attorney General. For residents of North Carolina: You may also obtain information about preventing and avoiding identity theft from the North Carolina Attorney General's Office. Contact information for the Federal Trade Commission, Maryland Office of the Attorney General and North Carolina Attorney General's Office is as follows:

Federal Trade Commission
600 Pennsylvania Avenue, NW
Washington, DC 20580
www.ftc.gov
1-877-438-4338

Office of the Attorney General
200 St. Paul Place
Baltimore, MD 21202
www.oag.state.md.us
1-888-743-0023

Office of the Attorney General
9001 Mail Service Center
Raleigh, NC 27699
www.ncdoj.gov
(919) 716-6400

You can obtain information from these sources about steps an individual can take to avoid identity theft as well as information about fraud alerts and security freezes. You should also contact your local law enforcement authorities and file a police report. Obtain a copy of the police report in case you are asked to provide copies to creditors to correct your records. This notification was not delayed as a result of law enforcement investigation.