Smartphone Experts

August 6, 2013

##93031-LV1-0123456 T-0012 **********5-DIGIT 1234
SAMPLE A SAMPLE
APT ABC
123 ANY ST
ANYTOWN, US 12345-6789

Dear Sample A Sample:

Smartphone Experts recognizes the importance of the privacy and confidentiality of the personal information provided to us by our customers and has always been committed to protecting this information. Regrettably, we are writing to inform you of an incident involving some of that information.

On July 12, 2013, we learned that a hacker gained access into the computer system we use to process payments for purchases made on our website. We immediately implemented measures to prevent any further unauthorized access and engaged a leading data security firm to complete an investigation.

Although credit card information is encrypted when it is stored in our system, the investigation revealed that the hacker may have had the technical ability to use a decryption feature of the system to view the name, address, credit or debit card account number, CVV code, and the card's expiration date associated with orders in our system. We are working with credit card companies to protect the cardholders that may have been affected.

Out of an abundance of caution, we are notifying you of the incident so you can take steps to protect your card from any attempted misuse. We recommend that you remain vigilant to the possibility of unauthorized charges on your card by reviewing your account statements. You should immediately report any unauthorized charges on your card to your financial institution because the major credit card companies have rules that typically guarantee cardholders will not be responsible for fraudulent charges.

While information that is typically used in identify theft, such as social security number, was not compromised in this incident, always remain vigilant about protecting your identity by monitoring your credit reports. You may obtain a copy of your credit report, free of charge, once every 12 months from each of the three nationwide credit reporting companies. To order your annual free credit report please visit www.annualcreditreport.com or call toll free at 1-877-322-8228. Contact information for the three nationwide credit reporting companies is as follows:

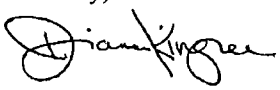
Equifax	Experian	TransUnion
PO Box 740256	PO Box 9554	PO Box 6790
Atlanta, GA 30374	Allen, TX 75013	Fullerton, CA 92834
www.equifax.com	www.experian.com	www.transunion.com
1-800-525-6285	1-888-397-3742	1-800-680-7289

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. 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. Contact information for the Federal Trade Commission is as follows:

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

We want to assure you that we are committed to maintaining the security of your personal information and are taking this matter seriously. We have implemented additional technical safeguards and are conducting a comprehensive internal review of our practices and procedures in order to prevent an incident like this from occurring in the future. If you have questions or concerns regarding this matter, please do not hesitate to contact us at **1-877-218-0049**, Monday through Friday, 9:00 a.m. to 7:00 p.m. Eastern Time. (Closed on U.S. observed holidays.) Please be prepared to provide the following ten digit reference number when calling: 1060080113.

Sincerely,



Diana Kingree
Senior Vice President, Commerce