



# THE EVOLUTION STORE

Science and Art

Processing Center · P.O. Box 3825 · Suwanee, GA 30024

October 27, 2014



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John Q Sample  
123 Any Street  
Anytown, US 12345-6789



Dear John Q Sample,

Evolution Nature Corp., d/b/a The Evolution Store (“Evolution”), is writing to inform you of a data incident that may affect the security of your personal information. We are unaware of any actual or attempted misuse of your personal information but are nevertheless providing notice of this incident to you so that you may take steps to monitor your identity and accounts should you feel it is necessary to do so.

Evolution received a complaint of credit-card fraud from a customer and immediately initiated a thorough investigation, supported by a top-tier and globally recognized third-party data forensics expert, Stroz Friedberg, LLC (“Stroz”). On September 16, 2014, Stroz confirmed that unauthorized IP addresses were accessing Evolution’s e-commerce site, and that customer order information, including card data, may have been accessible to the unauthorized individuals. Evolution and Stroz’s teams worked aggressively to address the unauthorized access and ensure that customer payments are protected. Our forensic experts have determined that the last date of unauthorized access was August 19, 2014. In-store payments were not affected.

While our investigation into the matter is ongoing, we have determined that this incident may have resulted in unauthorized access to your name, email address, phone number, billing address, shipping address, order information, user name, and credit/debit card data (including card number, CVV number, and expiration date).

We take the security of your personal information very seriously. In addition to launching an investigation into the matter and providing notice of this matter to you, we are reviewing our policies, procedures and employee education. We immediately changed all user login and passwords, and blocked access to our e-commerce site login to all but a few authorized IP addresses. We have also provided notice of this incident to certain state regulators.

Additionally, Evolution has retained AllClear ID to protect your identity for 12 months at no cost to you. These identity protection services start on the date of this notice and you can use them at any time during the next 12 months.

- **AllClear SECURE:** The team at AllClear ID is ready and standing by if you need help protecting your identity. You are automatically eligible to use this service - there is no action required on your part. If a problem arises, simply call 1-877-615-3783 and a dedicated investigator will do the work to recover financial losses, restore your credit and make sure your identity is returned to its proper condition. AllClear maintains an A+ rating at the Better Business Bureau.



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- **AllClear PRO:** This service offers additional layers of protection including credit monitoring and a \$1 million identity theft insurance policy. To use the PRO service, you will need to provide your personal information to AllClear ID. You may sign-up online at [enroll.alclearid.com](http://enroll.alclearid.com), or by phone by calling 1-877-615-3783 using the following redemption code: 999999999. To enroll in this free additional service, you will need to provide your personal information to AllClear ID.

To further protect against possible identity theft or other financial loss, we encourage you to remain vigilant, to review your account statements, and to monitor your credit reports for suspicious activity. Under U.S. law, you are entitled to one free credit report annually from each of the three major credit bureaus. To order your free credit report, visit [www.annualcreditreport.com](http://www.annualcreditreport.com) or call, toll-free, 1-877-322-8228. You may also contact the three major credit bureaus directly to request a free copy of your credit report.

At no charge, you can also have these credit bureaus place a “fraud alert” on your file that alerts creditors to take additional steps to verify your identity prior to granting credit in your name. Note, however, that because it tells creditors to follow certain procedures to protect you, it may also delay your ability to obtain credit while the agency verifies your identity. As soon as one credit bureau confirms your fraud alert, the others are notified to place fraud alerts on your file. Should you wish to place a fraud alert, or should you have any questions regarding your credit report, please contact any one of the agencies listed below. Information regarding security freezes is also available from these agencies.

Equifax  
P.O. Box 105069  
Atlanta, GA 30348  
800-525-6285  
[www.equifax.com](http://www.equifax.com)

Experian  
P.O. Box 2002  
Allen, TX 75013  
888-397-3742  
[www.experian.com](http://www.experian.com)

TransUnion  
P.O. Box 2000  
Chester, PA 19022-2000  
800-680-7289  
[www.transunion.com](http://www.transunion.com)

You can also further educate yourself regarding identity theft, security freezes, and the steps you can take to protect yourself, by contacting the Federal Trade Commission. The Federal Trade Commission can be reached at: 600 Pennsylvania Avenue NW, Washington, DC 20580, [www.ftc.gov/bcp/edu/microsites/idtheft/](http://www.ftc.gov/bcp/edu/microsites/idtheft/), 1-877-ID-THEFT (877-438-4338); TTY: 866-653-4261. The Federal Trade Commission also encourages those who discover that their information has been misused to file a complaint with them. For North Carolina residents, you can obtain information about preventing identity theft from the North Carolina Attorney General’s Office: the Attorney General can be contacted by mail at 9001 Mail Service Center, Raleigh, NC 27699-9001; toll-free at 1-877-566-7226; by phone at 1-919-716-6400; and online at [www.ncdoj.gov](http://www.ncdoj.gov). For Maryland residents, the Attorney General can be contacted at 200 St. Paul Place, 16<sup>th</sup> Floor, Baltimore, MD 21202, (888) 743-0023, [www.oag.state.md.us](http://www.oag.state.md.us). You can also obtain further information on how to file such a complaint by way of the contact information listed above. You should report known or suspected identity theft or fraud to law enforcement.

We apologize for any concern or inconvenience this incident may cause you and encourage you to take advantage of the product outlined herein. We’ve established a confidential inquiry line staffed with representatives familiar with this incident and protecting against identity theft or fraud. You may contact the confidential inquiry line with questions about the incident, the product being offered to you, or ways to protect against identity theft and fraud by calling 1-877-615-3783, between Monday and Saturday from 9 a.m. to 9 p.m. E.S.T. and referencing the following redemption code: 999999999.

Sincerely,



William Stevens  
President