



T H I R T Y | T H R E E | T H R E A D S

toesox® *stavi noir*

<NAME>
<STREET ADDRESS>
<CITY><STATE><ZIP>

Notification of Unintended Disclosure of Personal Information

Dear [INDIVIDUAL]:

I am sending this letter to you as part of Thirty Three Threads, Inc.'s commitment to privacy. We value your business and respect the privacy of your information, which is why, as a precautionary measure, we are writing to let you know about a data security incident that involves your personal information.

Between approximately September 22, 2016, and October 5, 2016, we believe our internet system was hacked into, and that a breach occurred that may have exposed some of your personal information. On October 4, 2016, we discovered an irregular coding issue in the system and our IT company was able to immediately contain the breach. The IT company was able to remove the planted code that had caused the issue and have stopped the breach. The data accessed included your: (i) date of online purchase; (ii) billing name; (iii) shipping name; (iv) shipping address; (v) purchase amount; (vi) email address; and (vii) credit card number and security code. In some instances, an account ID number was also accessed.

Thirty Three Threads values your privacy and deeply regrets that this incident occurred. Thirty Three Threads is committed to providing quality services, including protecting your personal information, and wants to assure you that we have policies and procedures in place to protect your privacy. Our website is run on Magento, a highly reputable firm that is globally recognized as one of the leading website platforms. Recently, there have been an increased number of hacking incidents with Magento, and they are working diligently to provide security patches and other improvements to prevent a recurrence of such an attack and to protect the privacy of our valued customers. Thirty Three Threads is also working with the credit card companies themselves to ensure the incident is properly addressed.

Please review the attachment to this letter – *Steps You Can Take to Further Protect Your Information* – for additional information on steps you can take to protect your information, including how to receive a free copy of your credit report. We specifically encourage you to remain vigilant by closely reviewing all financial account statements and monitoring your free credit reports.



THIRTY | THREE | THREADS

toesox® *lavi noir*

As an added precaution, Thirty Three Threads has arranged to have Equifax® protect your identity for twelve (12) months through its Credit Watch™ Gold service, at no cost to you. A description of this product, as well as instruction about how to enroll, are provided in the enclosed material. If you choose to take advantage of this product, it will provide you with: (i) a notification of any changes to your credit information; (ii) up to \$25,000 identity theft insurance coverage; and (iii) access to your credit report. To take advantage of this free service, you must complete the enrollment process by February 15, 2017.

We at Thirty Three Threads recognize this may pose an inconvenience to you, and sincerely apologize and regret that this situation has occurred. If you have any questions, you may contact Thirty Three Threads' Customer Service toll-free at 877-486-3769.

Sincerely,

Barry Buchholtz
President



THIRTY | THREE | THREADS

TOESOX® *lavi noir*

Steps You Can Take to Further Protect Your Information

Step 1: Review Your Account Statements and Report Suspicious Activity

As a precautionary measure, we recommend that you remain vigilant by reviewing your account statements and credit reports closely. If you detect any suspicious activity on an account, you should promptly notify the financial institution or company with which the account is maintained. You should also promptly report any fraudulent activity, or suspected fraudulent activity including suspected incidents of identity theft, to law enforcement authorities, your state attorney general, and the Federal Trade Commission (“FTC”).

To file a complaint with the FTC, go to www.ftc.gov/idtheft or call 1-877-ID-THEFT (877-388-4338). Complaints filed with the FTC will be added to the FTC’s Identity Theft Data Clearinghouse, which is a database made available to law enforcement agencies.

Step 2: Obtain a Free Copy of Your Credit Report

You may obtain a free copy of your credit report from each of the three major credit reporting agencies, once every 12 months, by (a) visiting www.annualcreditreport.com; (b) calling toll-free 1-877-322-8228; or (c) completing an “Annual Credit Report Request Form” and mailing it to Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA, 30348. You can print a copy of the request form at www.annualcreditreport.com/cra/requestformfinal.pdf.

You may also elect to purchase a copy of your credit report by containing one of the three national credit reporting agencies at any time. Contact information for the three national credit reporting agencies, for the purpose of requesting a copy of your credit report or for general inquiries, is provided below:

Equifax
(800) 685-1111
www.equifax.com
P.O. Box 740241
Atlanta, GA 30374

Experian
(800) 397-3742
www.experian.com
535 Anton Blvd., Suite 100
Costa Mesa, CA 92626

TransUnion
(800) 916-8800
www.transunion.com
P.O. Box 6790
Fullerton, CA 92834

Step 3: Place a Fraud Alert or Security Freeze

You may want to consider placing a fraud alert on your credit report. An initial fraud alert is free and will stay on your credit file for at least 90 days. The alert informs creditors of possible fraudulent activity within your report and requests that the creditor contact you prior to establishing any accounts in your name. To place a fraud alert on your credit report, contact any



T H I R T Y | T H R E E | T H R E A D S

toesox® *lavi noir*

of the three credit reporting agencies identified above. Additional information is also available at www.annualcreditreport.com.

Additionally, some states give you the right to put a security freeze on your credit file. This will prevent new credit from being opened in your name without the use of a PIN number that is issued to you when you initiate the freeze. A security freeze is designed to prevent potential creditors from accessing your credit report without your consent. As a result, using a security freeze may interfere with or delay your ability to obtain credit. You must place a separate security freeze on your credit file with each credit reporting agency. If you do choose to request a security freeze from a consumer reporting agency, there may be a fee of up to \$5 to place, lift, or remove the freeze. In order to place a security freeze, you may be required to provide the consumer reporting agency with information that identifies you, including your full name, social security number, date of birth, current and previous addresses, a copy of your state-issued identification card, and a recent utility bill, bank statement, or insurance statement.

Step 4: Take Advantage of Additional Free Resources on Identity Theft

You may wish to review additional tips provided by the Federal Trade Commission on how to avoid identity theft. For more information, please visit www.ftc.gov/idtheft or call 1-877-ID-THEFT (877-438-4338).



Activation Code: [INSERT ENROLLMENT CODE]

About Equifax Credit Watch™ Gold:

<p>Equifax Credit Watch will provide you with an “early warning system” to changes to your credit file. Note: You must be over age 18 with a credit file in order to take advantage of the product.</p>	<p>Equifax Credit Watch provides you with the following key features and benefits:</p> <ul style="list-style-type: none"> ○ Comprehensive credit file monitoring and automated alerts of key changes to your Equifax credit report ○ Wireless alerts and customizable alerts available (available online only) ○ Access to your Equifax Credit Report™ ○ Up to \$25,000 in identity theft insurance with \$0 deductible, at no additional cost to you † ○ Live agent Customer Service 7 days a week from 8 a.m. to 3 a.m. to assist you in understanding the content of your Equifax credit information, to provide personalized identity theft victim assistance, and help initiate an investigation of inaccurate information. ○ 90 day Fraud Alert placement with automatic renewal functionality* (available online only)
---	--

How to Enroll:

<p>To sign up ONLINE for ONLINE DELIVERY, go to www.myservices.equifax.com/gold.</p> <ol style="list-style-type: none"> 1. <u>Welcome Page</u>: Enter the Activation Code provided at the top of this page in the “Activation Code” box and click the “Submit” button. 2. <u>Register</u>: Complete the form with your contact information (name, gender, home address, date of birth, Social Security Number and telephone number) and click the “Continue” button. 3. <u>Create Account</u>: Complete the form with your email address, create a User Name and Password, check the box to accept the Terms of Use and click the “Continue” button. 4. <u>Verify ID</u>: The system will then ask you up to four security questions to verify your identity. Please answer the questions and click the “Submit Order” button. 5. <u>Order Confirmation</u>: This page shows you your completed enrollment. Please click the “View My Product” button to access the product features. 	<p>To sign up BY PHONE for US MAIL DELIVERY, call 1-866-937-8432. NOTE: All credit reports and alerts will only be sent to you via US Mail.</p> <ol style="list-style-type: none"> 1. <u>Activation Code</u>: You will be asked to enter your enrollment code as provided at the top of this letter. 2. <u>Customer Information</u>: You will be asked to enter your home telephone number, home address, name, date of birth and Social Security Number. 3. <u>Permissible Purpose</u>: You will be asked to provide Equifax with your permission to access your credit file and to monitor your file. Without your agreement, Equifax cannot process your enrollment. 4. <u>Order Confirmation</u>: Equifax will provide a confirmation number with an explanation that you will receive your Fulfillment Kit via the US Mail (when Equifax is able to verify your identity) or a Customer Care letter with further instructions (if your identity can not be verified using the information provided). Please allow up to 10 business days to receive this information.
---	--

† Identity Theft Insurance underwritten by insurance company subsidiaries or affiliates of American International Group, Inc. The description herein is a summary and intended for informational purposes only and does not include all terms, conditions and exclusions of the policies described. Please refer to the actual policies for terms, conditions, and exclusions of coverage. Coverage may not be available in all jurisdictions. This product is not intended for minors (under 18 years of age).

* The Automatic Fraud Alert feature made available to consumers by Equifax Information Services LLC and fulfilled on its behalf by Equifax Consumer Services, LLC.