PENTAIR

AQUATIC ECO-SYSTEMS™
Return Mail Processing Center
PO Box 6336
Portland, OR 97228-6336

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<<Date>>

Dear <<Name 1>>:

At Pentair Aquatic Eco-Systems, we value your business and understand the importance of protecting your personal information. We are writing to inform you that we recently identified and addressed a security incident that may have involved your payment card information. This notice describes the incident, outlines the measures we have taken in response, and advises you on steps you can take to further protect your information.

On January 2, 2018, we identified unauthorized computer code added to the checkout page of our online store at https://pentairaes.com. We immediately removed the code and hired a leading cyber security firm to help us investigate the incident. The investigation indicates that the code may have been present and capable of capturing information entered during the checkout process from December 19, 2017 to January 2, 2018. The information on the checkout page that the code potentially accessed includes name, address, phone number, email address, payment card number, expiration date, and card security code (CVV). We are notifying you because your payment card ending in <<Last Four Card #>> was entered on the checkout page during the relevant time period.

We take the security of our customers' personal information seriously. Once we learned of this incident, we took immediate action, including removing the code, initiating an internal review, engaging a leading cyber security firm to help us investigate the incident and remediate our systems, and notifying the payment card networks. To help prevent this type of incident from happening again, we took steps to strengthen the security of our online store.

We remind you to remain vigilant to the possibility of fraud by reviewing your account statements for any unauthorized activity. Immediately report any unauthorized charges to your financial institution because the payment card network rules generally restrict cardholder responsibility for fraudulent charges that are timely reported. Please review the following page for more information on ways to protect yourself.

If you have questions, please call 1-407-992-5560, Monday through Friday between the hours of 8:00 a.m. and 5:00 p.m. Eastern Time.

Sincerely,

Jeff Cirilis
Contact Center Manager
Pentair Aquatic Eco-Systems, Inc.

MORE INFORMATION ON WAYS TO PROTECT YOURSELF

We remind you to remain vigilant for incidents of fraud or identity theft by reviewing your account statements and free credit reports for any unauthorized activity. 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, PO Box 740241, Atlanta, GA 30374, www.equifax.com, 1-800-685-1111
Experian, PO Box 2002, Allen, TX 75013, www.experian.com, 1-888-397-3742
TransUnion, PO Box 2000, Chester, PA 19016, www.transunion.com, 1-800-916-8800

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 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, Consumer Response Center, 600 Pennsylvania Avenue, NW Washington, DC 20580, 1-877-IDTHEFT (438-4338), www.ftc.gov/idtheft