



July 3, 2018

## NOTICE OF DATA BREACH

<b>What Happened?</b>	<p>In May 2018, TOMS Shoes, LLC (“TOMS”) became aware that an unknown attacker gained access to a single TOMS employee’s email account in March 2018. The attacker, posing as the TOMS employee and sending emails from the employee’s account, attempted to solicit a limited number of TOMS business partners to initiate wire transfers to bank accounts believed to be controlled by the attacker. To date, there is no evidence that any other email accounts or systems were compromised.</p>
<b>What Information Was Involved?</b>	<p>The email account in question contained personal identifying information for a limited number of individuals and TOMS business partners, including business credit application for Peradventure Inc.. Other than soliciting wire transfers, there is no evidence indicating that the attacker used any individual’s or business partner’s identifying information that may have been in the email account in question.</p>
<b>What We Are Doing.</b>	<p>To protect our customers, after learning of the incident we quickly took appropriate steps to prevent further unauthorized access to the email account in question, including changing the employee’s email account password and retained outside cybersecurity experts to investigate the incident. We have implemented automated security monitoring and alerting of suspicious activity for all accounts of the TOMS email service.</p>
<b>What You Can Do.</b>	<p>We recommend that you review your accounts and free credit reports for suspicious activity. Please also be vigilant and exercise caution with respect to any wire transfer request from TOMS (or any other business partner). If you have any reason to question the validity of a payment request from TOMS (<i>e.g.</i>, the request is unexpected, it originates from a TOMS representative you have not worked with before, the language of the request is unusual, or the destination bank account is different than previous requests) please contact a TOMS representative immediately via telephone</p> <p>To help protect your identity, we are offering a complimentary one-year membership of Experian’s® IdentityWorks<sup>SM</sup>. This product provides you with superior identity detection and resolution of identity theft. To activate your membership and start monitoring your personal information please follow the steps below:</p> <ul style="list-style-type: none"><li>• Ensure that you <b>enroll by: September 30, 2018</b> (<i>Your code will not work after this date.</i>)</li><li>• <b>Visit</b> the Experian IdentityWorks website to enroll: <a href="https://www.experianidworks.com/credit">https://www.experianidworks.com/credit</a></li><li>• Provide your <b>activation code: 7G5BF9G9Z</b></li></ul> <p>If you have questions about the product, need assistance with identity restoration or would like an alternative to enrolling in Experian IdentityWorks online, please contact Experian’s customer care team at <b>877-890-9332</b> by <b>September 30, 2018</b>. Be prepared to provide engagement number <b>DB07470</b> as proof of eligibility for the identity restoration services by Experian.</p>

**ADDITIONAL DETAILS REGARDING YOUR 12-MONTH EXPERIAN IDENTITYWORKS MEMBERSHIP:**

A credit card is **not** required for enrollment in Experian IdentityWorks.

You can contact Experian immediately regarding any fraud issues, and have access to the following features once you enroll in Experian IdentityWorks:

- **Experian credit report at signup:** See what information is associated with your credit file. Daily credit reports are available for online members only. \*
- **Credit Monitoring:** Actively monitors Experian file for indicators of fraud.
- **Identity Restoration:** Identity Restoration agents are immediately available to help you address credit and non-credit related fraud.
- **Experian IdentityWorks ExtendCARE™:** You receive the same high-level of Identity Restoration support even after your Experian IdentityWorks membership has expired.
- **Up to \$1 Million Identity Theft Insurance\*\*:** Provides coverage for certain costs and unauthorized electronic fund transfers.

If you believe there was fraudulent use of your information and would like to discuss how you may be able to resolve those issues, please reach out to an Experian agent at **877-890-9332**. If, after discussing your situation with an agent, it is determined that Identity Restoration support is needed, then an Experian Identity Restoration agent is available to work with you to investigate and resolve each incident of fraud that occurred (including, as appropriate, helping you with contacting credit grantors to dispute charges and close accounts; assisting you in placing a freeze on your credit file with the three major credit bureaus; and assisting you with contacting government agencies to help restore your identity to its proper condition).

Please note that this Identity Restoration support is available to you for one year from the date of this letter and does not require any action on your part at this time. The Terms and Conditions for this offer are located at [www.ExperianIDWorks.com/restoration](http://www.ExperianIDWorks.com/restoration). You will also find self-help tips and information about identity protection at this site.

We sincerely apologize for this incident and regret any inconvenience it may cause you. Should you have questions or concerns regarding this matter, please do not hesitate to contact us at [security@toms.com](mailto:security@toms.com)

**Other Important Information.**

You may contact one of the three major credit bureaus listed below and request that a fraud alert be placed on your credit report or request a copy of your credit report:

Equifax	Experian	TransUnionCorp
P.O. Box 105873	P.O. Box 2002	P.O. Box 1000
Atlanta, GA 30348	Allen, TX 75013-2002	Chester, PA 19022
800-525-6285	888-397-3742	800-680-7289
<a href="http://www.equifax.com">www.equifax.com</a>	<a href="http://www.experian.com">www.experian.com</a>	<a href="http://www.transunion.com">www.transunion.com</a>

	<p>In addition, you may contact the Federal Trade Commission (“FTC”) or law enforcement to report incidents of identity theft or obtain information about fraud alerts, security freezes, and preventing identity theft:</p> <p style="text-align: center;">Federal Trade Commission Consumer Response Center 600 Pennsylvania Avenue, NW Washington, DC 20580 (877) IDTHEFT (438-4338) <a href="http://www.ftc.gov/idtheft/">http://www.ftc.gov/idtheft/</a></p>
<b>For More Information</b>	<p>If you have any questions, please feel free to contact us via email at <a href="mailto:security@toms.com">security@toms.com</a> or by letter to Tim Frichtel, 5404 Jandy Place, Los Angeles, CA 90066.</p>