Sotheby's Home

584 Broadway, Suite 1103
New York, NY 10012

November 28, 2018

##E2189-L01-0123456 0004 00000032 *********ALL FOR AADC 331
SAMPLE A SAMPLE
APT ABC
123 ANY ST
ANYTOWN, US 12345-6789

Re: Notice of Data Breach

Dear Sample A Sample:

I am writing to inform you that Sotheby's Home (formerly known as Viyet) recently discovered a security breach which may have resulted in the transmission of your personal information to unauthorized parties.

What happened?

On October 10, we became aware that an unknown third party had gained unauthorized access to the Sotheby's Home website and inserted malicious code which, depending on the security settings of your computer, may have transmitted personal information you entered into the website's checkout form to this third party. Upon discovery, we promptly removed the code, which we believe was present on the website since at least March 2017. Based on our investigation into this incident, however, we cannot be certain as to when the website was first victimized by this attack. Accordingly, in an abundance of caution, we are notifying all Sotheby's Home website customers (including those who made purchases on the Viyet website) that it is possible that their information has been accessed by an unauthorized party.

What information was involved?

The code was designed to target the data you entered into the payment information form on the Sotheby's Home website. This information would include your name, address, email address, and payment card number, expiration date, and CVV code.

What we are doing

Upon discovering the issue, we promptly removed the code from the Sotheby's Home website. Since then, there has been no evidence of continued risk of unauthorized data transmission. We have also implemented additional security safeguards to ensure that this type of incident does not recur in the future. Sotheby's has retained a leading independent cybersecurity firm to support its investigation and is working with the website's payment processor about this incident.

0123456

What you can do

Sotheby's takes the security of your personal information very seriously, and we are truly sorry that this incident occurred. While we are not aware of any misuse of stolen payment card data arising from this incident, we wanted to make you aware of steps you can take to protect yourself from possible financial fraud.

To help protect your identity, we are offering a complimentary two-year membership of Experian's IdentityWorks. 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:

- Ensure that you enroll by: **March 31, 2019** (Your code will not work after this date.)
- Visit the Experian IdentityWorks website to enroll: https://www.experianidworks.com/3bcredit
- Provide your activation code: ABCDEFGHI

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 877-756-5552 by March 31, 2019. Please provide engagement number **DB09691** as proof of eligibility for the identity restoration services by Experian.

In addition, we encourage you to be diligent in watching for unauthorized charges on your payment cards and to quickly report suspicious activity to your bank or credit card company, as major credit card companies have rules that restrict them from requiring you to pay for fraudulent charges that are timely reported. We have also included a document that outlines a number of "Additional Recommended Steps to Protect Your Privacy" that may be helpful to you.

Sotheby's Home takes the protection of your personal information extremely seriously and will continue to take steps to prevent a similar event from happening in the future. We sincerely regret any inconvenience this incident may have caused you.

Sincerely,

Elizabeth Brown
CEO, Sotheby's Home

ATTACHMENT A

Details about Experian IdentityWorks:

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.[1]
- **Credit Monitoring:** Actively monitors Experian, Equifax and Transunion files for indicators of fraud.
- **Identity Restoration:** Identity Restoration specialists 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[2]:** Provides coverage for certain costs and unauthorized electronic fund transfers.

Additional Recommended Steps to Protect Your Privacy:

⇒ **PLACE A 90-DAY FRAUD ALERT ON YOUR CREDIT FILE**

An **initial 90 day security alert** indicates to anyone requesting your credit file that you suspect you are a victim of fraud. When you or someone else attempts to open a credit account in your name, increase the credit limit on an existing account, or obtain a new card on an existing account, the lender should takes steps to verify that you have authorized the request. If the creditor cannot verify this, the request should not be satisfied. You may contact one of the credit reporting companies below for assistance.

Equifax	Experian	TransUnion
1-800-525-6285	1-888-397-3742	1-800-680-7289
www.equifax.com	www.experian.com	www.transunion.com

⇒ **PLACE A SECURITY FREEZE ON YOUR CREDIT FILE**

If you are very concerned about becoming a victim of fraud or identity theft, a security freeze might be right for you. Placing a freeze on your credit report will prevent lenders and others from accessing your credit report in connection with new credit application, which will prevent them from extending credit. A security freeze generally does not apply to circumstances in which you have an existing account relationship and a copy of your report is requested by your existing creditor or its agents or affiliates for certain types of account review, collection, fraud control or similar activities. With a Security Freeze in place, you will be required to take special steps when you wish to apply for any type of credit. This process is also completed through each of the credit reporting companies.

⇒ **ORDER YOUR FREE ANNUAL CREDIT REPORTS**

Visit www.annualcreditreport.com or call 877-322-8228.

Once you receive your credit reports, review them for discrepancies. Identify any accounts you did not open or inquiries from creditors that you did not authorize. Verify all information is correct. If you have questions or notice incorrect information, contact the credit reporting company.

0123456

[1] Offline members will be eligible to call for additional reports quarterly after enrolling.

[2] Identity theft insurance is underwritten by insurance company subsidiaries or affiliates of American International Group, Inc. (AIG). 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.

⇒ **MANAGE YOUR PERSONAL INFORMATION**

Take steps such as: carrying only essential documents with you; being aware of whom you are sharing your personal information with and shredding receipts, statements, and other sensitive information.

⇒ **USE TOOLS FROM CREDIT PROVIDERS**

Carefully review your credit reports and bank, credit card and other account statements. Be proactive and create alerts on credit cards and bank accounts to notify you of activity. If you discover unauthorized or suspicious activity on your credit report or by any other means, file an identity theft report with your local police and contact a credit reporting company.

⇒ **OBTAIN MORE INFORMATION ABOUT IDENTITY THEFT AND WAYS TO PROTECT YOURSELF**

- Visit http://www.experian.com/credit-advice/topic-fraud-and-identity-theft.html for general information regarding protecting your identity.
- The Federal Trade Commission has an identity theft hotline: 877-438-4338; TTY: 1-866-653-4261. They also provide information on-line at www.ftc.gov/idtheft.