

# EYEBUYDIRECT

## **Dear EyeBuyDirect Customer,**

At EyeBuyDirect, we care about keeping your vision sharp and your information safe. Recently, we were made aware of an incident that may have affected the security of your personal information. We want to share what we know, steps we are taking in response and how we're helping protect customers who were affected.

## **What Happened**

In June, EyeBuyDirect learned that 356 U.S. consumers had reported fraudulent activity on their credit cards in September 2018 and March 2019. One thing these consumers had in common was a transaction on the EyeBuyDirect website, [www.eyebuydirect.com](http://www.eyebuydirect.com). Upon receiving this information, we immediately retained the services of a respected cyber risk management firm with expertise in digital forensics to determine whether EyeBuyDirect's systems had been compromised. The investigation concluded that our systems showed some signs of intrusion(s), but investigators were unable to confirm with certainty how or when the platform had been breached or whether any data had been accessed or taken.

Based on these conclusions, it's unclear if your information was compromised. What we do know is that our customers' privacy and information security are and will remain our top priority. That's why we're keeping you informed.

## **What Information Was Involved**

Investigators were unable to determine whether and, if yes, which information was compromised. If your information was accessed or taken, the information may have included details of your purchase(s) with EyeBuyDirect, including personal details, such as your first name, last name, shipping and/or billing address and prescription data as well as payment-related information, such as your payment card number, payment card verification code and payment card expiration date. Our policy is to not store any payment card information, but this information is transmitted between your browser and our servers and therefore may have been exposed to a potential intruder.

## **What We Are Doing**

At EyeBuyDirect, we take the protection of your personal information very seriously. Upon receiving the notification of a potential incident in June, we promptly took steps to validate all data flows into and out of our systems, and we ensured that there were no unauthorized modifications to our software platform. We also retained the services of an independent cyber security firm to help review and update security protections across all our systems. Following immediate and coordinated action, the incident has been addressed and all identified weaknesses are currently being corrected. At the same time, we have undertaken significant investments to further consolidate the security of our platform and mitigate future risks.

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## What You Can Do

Since we don't know for certain that your individual information was compromised, the best thing to do is to check the statements of any credit card you used to make a purchase on the EyeBuyDirect website for fraudulent or suspicious charges. If you find even one, contact your credit card company immediately and report the fraud.

You may contact one of the credit reporting companies below for assistance.

<b>Equifax</b>	<b>Experian</b>	<b>TransUnion</b>
1-800-525-6285	1-888-397-3742	1-800-680-7289
<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>

## 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](http://www.ftc.gov/idtheft).

## For More Information

The EyeBuyDirect customer service team is at your disposal to answer any questions you may have. You can contact us by phone at 855.393.2891. Monday through Friday, 9:00 a.m. to 12:00 a.m. EST and Saturday to Sunday, 9:00 a.m. to 6:00 p.m. EST, excluding U.S. holidays. Or, simply contact us via email at [eyecare@eyebuydirect.com](mailto:eyecare@eyebuydirect.com).

Please note that this notice is the only one you will receive from EyeBuyDirect, and we will never request personal information by email or by phone.

Your vision is our vision. Rest assured we're taking every action to ensure your information is as secure with us as your eyesight is.

Sincerely,

EyeBuyDirect, Inc.