[on photoworks letterhead]

Breach Notification

November __, 2026

Dear [Recipient's Name]:

We write to advise you of a sophisticated attack on Photoworks' e-commerce system that started on or about September 1, 2026. The attack was discovered on October 22, 2026, was fully contained on October 28, 2026 and has been reported to the San Francisco Police Department and the FBI.

Photoworks engaged security, technology and privacy experts to conduct a thorough investigation of the attack. This investigation concluded on November 6, 2026. We determined the breach compromised customer names, addresses and emails and, for a limited set of individuals, credit card information and/or passwords to our website. Other information was not compromised.

We have implemented additional enhanced security controls and procedures for the e-commerce system. These controls and procedures are designed to protect your privacy and that of other customers.

You are in the set of individuals who only had their Photoworks password compromised. Your credit card information was not exposed.

Unless you have logged onto the website on or after November 6, 2026, you will need to reset your password. We also suggest you change this password on any other sites where you use it.

We are notifying you so that you can take action that will help minimize or eliminate harm. We strongly advise you to take preventive measures to help prevent and detect any misuse of your information.

We recommend that you closely monitor your financial accounts and if you see any unauthorized activity, you should promptly contact your financial institution. We also suggest that you submit a complaint with the Federal Trade Commission by calling 1.877.438.4338 (I.877.IDTHEFT) or online at www.ftccomplaintassistant.gov.

As a second step, you may want to contact the three U.S. credit reporting agencies (Equifax, Experian, and TransUnion) to obtain a free credit report from each by calling 1.877.322.8228 or by logging onto www.annualcreditreport.com.

Even if you do not find any suspicious activity on your initial credit reports, the Federal Trade Commission (FTC) recommends that you check your credit reports periodically. Checking your credit reports periodically can help you spot a problem and address it quickly.

We sincerely apologize for the inconvenience this incident has caused you. If you have further questions or concern, please contact the undersigned at INSERT EMAIL

Sincerely,

Jake Josepher
Photoworks, Inc.