

14605

February 25, 2019

«First Name»«Last Name»

«Mailing Address Street»

«Mailing Address City»«Mailing Address State»«Mailing Address Zipcode»

RE: Kringle Candle Security Breach

Dear «First Name»:

We are contacting you because we have learned of a security incident involving certain personal information you provided while shopping at kringlecandle.com (the "Website"). According to our review of the incident, we believe that the security breach likely compromised the personal information for those individuals who utilized our website from August 1, 2018 to January 25, 2019. As a precaution we are providing this notice and outlining some steps you may take to help protect yourself. We sincerely apologize for any inconvenience or concern this may cause you.

Local law enforcement in the Town of Bernardston has been notified of the security breach and has contacted the appropriate Federal authorities who are currently conducting an investigation with our cooperation. You are entitled to obtain a copy of the police report as an affected customer and may do so by calling 413-648-3077 x4139.

We value our relationship with our customers and sincerely regret any difficulties this may cause you. We are notifying you so you can take action, along with our efforts, to minimize or eliminate any potential harm. Due to the nature of the incident, we strongly encourage you to take preventative measures now to help prevent and detect any misuse of your personal information.

As a first preventative step, we recommend that you review your credit and debit card account statements as soon as possible in order to determine if there are any discrepancies or unusual activity listed. If you see anything that looks suspicious, or if you suspect that any fraudulent transactions have taken place, you should promptly contact your financial institution. We also suggest that you submit a complaint with the Federal Trade Commission (the "FTC") by calling 1-877-ID-THEFT (1-877-438-4338) or online at <https://www.ftccomplaintassistant.gov/>

You may also want to contact the three (3) 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 on www.annualcreditreport.com.

Even if no suspicious activity has occurred it is recommended that you periodically check your credit reports as identity thieves may use or share personal information at a later date.

As an additional preventative step, you may wish to consider placing a security freeze on your credit accounts. A security freeze prevents an apparently authorized person from using your personal identifying information to open new accounts or borrow money in your name.

In order to place a security freeze you will need to contact the three (3) credit reporting agencies; there is a \$10 fee for each credit reporting agency. The fee may be waived by the agencies if you have proof that actual identity theft has occurred. It is important to note that when a security freeze is placed, you will not be able to borrow money, obtain instant credit, or get a new credit card until you temporarily lift or permanently remove the freeze.

The contact information for each of these agencies is as follows:

Equifax: 1-888-298-0045; www.freeze.equifax.com
TransUnion: 1-800-680-7289; www.transunion.com (link is in the "Customer Support" tab)
Experian: 1-888-397-3742; www.experian.com/freeze/center

If you have further questions or concerns, you may contact us by sending an e-mail to kringlecustomer@kringlecandle.com. Again, we are sorry for any inconvenience or concern this event may have caused.

Sincerely,

Paul Stavropulos
Vice President and Chief Financial Officer

