

14676



Nuna Baby Essentials, Inc.
70 Thousand Oaks Boulevard | Morgantown, PA 19543

May 29, 2019

[Name of Recipient]
[Street Address]
[City/State/Zip]

Dear [Name of Recipient]:

Nuna Baby Essentials, Inc. ("Nuna") values its customers and is committed to protecting your personal information. Unfortunately, we are writing to inform you of an information security incident that could potentially affect you, and to share with you the steps that Nuna is taking to address it.

- On April 29, 2019, Nuna learned that an unauthorized person may have acquired, through the use of malicious code, the payment card information that users entered into the payment page of Nuna's website. Upon learning of the incident, we immediately removed the malicious code and secured the website.
- We are writing to you because our investigation indicates that the payment card information you submitted to the website — including payment card number, expiration date, CCV/CVV code, and billing and shipping address — may have been compromised as well as telephone number, email address and, if submitted, birthday or due date of the child for whom the product was purchased. This malicious code may have been present on our website between April 26, 2019 and April 29, 2019.

Please note that we have no information indicating that your personal information has been misused. Nuna does not collect other personal information about its customers, such as Social Security number, personal identification number (PIN), drivers' license number, or financial account information.

Nevertheless, out of an abundance of caution, Nuna is offering you one year of identity protection services at no cost to you through Experian, one of the three (3) nationwide credit bureaus.

- Through May 29, 2020 and at no cost or no enrollment consumers can call an Experian Identity Restoration Specialist to get assistance with investigating and resolving any incidents of fraud. To take advantage of this no cost benefit, call Experian at **1-877-890-9332**. The terms and conditions for identity restoration are located at: www.ExperianIDWorks.com/restoration.
- Experian's IdentityWorksSM product for a one-year membership is available at no cost, **HOWEVER requires enrollment** on or by the **August 31, 2019 deadline**. The one-year membership begins at time of enrollment and includes the following benefits:
 - Identity theft detection, resolution, and restoration
 - Fraud detection tools
 - Credit monitoring with all three (3) national credit bureaus
- If you wish to enroll in IdentityWorksSM, you will need to do the following:
 - **Visit** the IdentityWorksSM web site: <https://www.experianidworks.com/3bcredit> or call 1-877-890-9332 to enroll and provide Engagement Number **DB12513**.

- **Provide** your Activation Code: **[Code]**, which will expire August 31, 2019.

If you have any questions concerning IdentityWorksSM or if you prefer to enroll over the phone for delivery of your membership via US mail, please call Experian at 1-877-890-9332. Be prepared to provide Engagement Number **DB12513** as proof of eligibility for the identity protection product by Experian.

We have included with this letter additional information on steps you can take to protect the security of your personal information. We urge you to review this information carefully.

Nuna takes seriously both the security of your payment card information and this incident. We have informed law enforcement and will cooperate with their investigation. We also have taken steps to prevent a recurrence, and we are conducting a thorough review of our security policies and procedures.

Nuna sincerely apologizes for this incident and regrets any inconvenience it may cause you. Should you have questions or concerns regarding this incident, please do not hesitate to contact Nuna's Director of Consumer Services at 855-686-2891.

Sincerely,



Ramona A. Rutherford
VP, Human Resources

Steps To Protect The Security Of Your Personal Information

By taking the following steps, you can help reduce the risk that your personal information may be misused.

1. Enroll in IdentityWorksSM. You must personally activate identity monitoring for it to be effective. The notice letter contains instructions and information on how to activate your IdentityWorksSM membership. If you need assistance or if you want to enroll by telephone, you should contact Experian directly at 1-877-890-9332. Experian's IdentityWorksSM product will provide the following:

- **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 your 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 IdentityWorksSM ExtendCARE:** You will receive the same high level of identity restoration support even after your IdentityWorksSM membership has expired.
- **\$1 Million Identity Theft Insurance²:** Provides coverage for certain costs and unauthorized electronic fund transfers.

Please direct questions about the IdentityWorksSM product to Experian. A credit card is not required for enrollment in IdentityWorksSM. Enrollment in IdentityWorksSM will not affect your credit score. The Terms and Conditions for this offer are located at www.ExperianIDWorks.com/restoration. You will also find self-help tips and information about identity protection at this site.

2. Review your credit reports. You can receive free credit reports by placing a fraud alert. Under federal law, you also are entitled every 12 months to one free copy of your credit report from each of the three national credit bureaus. To obtain a free annual credit report, go to www.annualcreditreport.com or call 1-877-322-8228. You may wish to stagger your requests so that you receive a free report from one of the three credit bureaus every four months.

3. Review your account statements. You should carefully review for suspicious activity the statements that you receive from credit card companies, banks, utilities, and other service providers.

4. Remain vigilant and respond to suspicious activity. If you receive an e-mail or mail alert from Experian, contact an IdentityWorksSM identity restoration agent toll-free at 1-877-890-9332 or visit www.ExperianIDWorks.com/restoration for additional information. You should consider changing your username, passwords, security questions, and security answers to your online accounts. If you notice suspicious activity on an account statement, report it to your credit card company or service provider and consider closing the account. You should also consider reporting such activity to Nuna, your local police department, your state's attorney general, and the Federal Trade Commission.

5. You have the right to place a "security freeze" on your credit report at no charge. A security freeze will prohibit a consumer reporting agency from releasing information in your credit file without your express authorization. The security freeze is designed to prevent credit, loans, and services from being approved in your name without your consent. However, you should be aware that using a security freeze to take control over who gets access to the personal and financial information in your credit report may delay, interfere with, or prohibit the timely approval of any subsequent request or application you make regarding a new loan, mortgage, or any other account involving the extension of credit.

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.

A security freeze does not apply to a person or entity, or its affiliates, or collection agencies acting on behalf of the person or entity, with which you have an existing account that requests information in your credit report for the purposes of reviewing or collecting the account. Reviewing the account includes activities related to account maintenance, monitoring, credit line increases, and account upgrades and enhancements.

To place a security freeze on your credit file, contact the three nationwide credit bureaus, listed below. You will need to provide appropriate proof of your identity to the credit bureau, which will include your name, address, date of birth, Social Security number, and other personal information. After receiving your freeze request, each credit bureau will provide you with a unique PIN (personal identification number) or password. Keep the PIN or password in a safe place. You will need it if you choose to lift the freeze.

The contact information for all three credit bureaus is as follows:

Equifax

P.O. Box 105788
Atlanta, GA 30348
1-800-349-9960
www.equifax.com

Experian

P.O. Box 9554
Allen, TX 75013
1-888-397-3742
www.experian.com

TransUnion

P.O. Box 2000
Chester, PA 19016
1-800-680-7289
www.transunion.com

6. Consider placing a fraud alert with one of the three nationwide credit bureaus. You can place an initial fraud alert by contacting one of the three nationwide credit bureaus listed above. A fraud alert can make it more difficult for someone to get credit in your name because it tells creditors to follow certain procedures to protect you. It also may delay your ability to obtain credit. You may place a fraud alert in your file by calling just one of the three nationwide credit bureaus listed above. As soon as that bureau processes your fraud alert, it will notify the other two, which then also must place fraud alerts in your file.

An initial fraud alert stays in your file for at least one year. To place this alert, a credit bureau will require you to provide appropriate proof of your identity, which may include your Social Security number. If you are the victim of identity theft, you are entitled to an extended fraud alert, which is a fraud alert lasting 7 years.

7. You have the right to free copies of the information in your file (your "file disclosure"). An initial fraud alert entitles you to a copy of all the information in your file at each of the three nationwide credit bureaus listed above. These additional disclosures may help you detect signs of fraud, for example, whether fraudulent accounts have been opened in your name or whether someone has reported a change in your address.

8. Additional Information. You may obtain information about fraud alerts and security freezes and additional information about steps you can take to avoid identity theft from the following:

Identity Theft Clearinghouse
Federal Trade Commission
600 Pennsylvania Avenue, NW
Washington, DC 20580
<http://www.ftc.gov/idtheft/>
(877) IDTHEFT (438-4338)

Massachusetts law gives you right to report this incident to the police in the county where you reside and to receive a police incident report within 24 hours of filing.