



14709

# THE FORCE OF OPTICS

Notice of Data Breach / Data Security Incident

March 12, 2019



Dear [REDACTED]

You are a valued customer and we appreciate your business. The privacy and security of your information is important to us, which is why we are writing to notify you of a data security incident that recently affected our system and may have included your personal information.

**What Happened:** We recently learned that an unauthorized person or entity gained access to a limited portion of our information technology system between the dates of December 6, 2018 and December 21, 2018. Once we became aware of the incident, we immediately began investigating the incident and took steps to ensure that our systems were secure. We also retained a leading, national cybersecurity team to conduct a comprehensive analysis to determine the scope of the incident and to ensure the incident had been fully contained.

**What Information Was Involved:** Despite conducting a comprehensive forensic analysis, we do not know what, if any, information the attacker actually accessed or copied. We do know that the attacker was able to access one employee account during the incident, however. Accordingly, we carefully reviewed all of the documents and information in the account during that date range and determined that the attacker may have been able to obtain customer names, addresses and credit card information relating to approximately 54 individuals. We are providing you with notice because your name, address, and credit card information may have been compromised.

**What We Are Doing:** As set forth above, upon learning about this incident, we immediately took steps to investigate, stop the intrusion and to prevent further unauthorized access to our system. While our investigation is substantially complete, it remains ongoing and will likely continue for several months. We have implemented and are continuing to implement additional security measures designed to prevent further unauthorized access to our system, to quickly identify unusual activity, and to further protect the privacy of your information.

**What You Can Do:** We strongly encourage you to take the following steps to protect yourself and your information:

1. **Review Your Account Statements and Credit Reports.** Remain vigilant by reviewing your account statements and credit reports closely. You may obtain a free copy of your credit report from each of the three major credit reporting agencies once every 12 months by requesting your report online at: <http://www.annualcreditreport.com>, or by calling toll-free 1.877.322.8228. You may also purchase a copy of your credit report by contacting one of the three national credit reporting agencies:

Equifax  
(800) 685-1111  
[www.equifax.com](http://www.equifax.com)  
P.O. Box 740241  
Atlanta, GA 30374

Experian  
(888) 397-3742  
[www.experian.com](http://www.experian.com)  
P.O. Box 2104  
Allen, TX 75013-0949

TransUnion  
(800) 888-4213  
[www.transunion.com](http://www.transunion.com)  
P.O. Box 1000  
Chester, PA 19016



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- 2. Fraud Alert.** You may want to consider placing a fraud alert on your credit report. An initial fraud alert is free and will stay on your credit file for at least 90 days. The alert informs creditors of possible fraudulent activity within your report and requests that the creditor contact you prior to opening any accounts in your name. Additional information is available at <http://www.annualcreditreport.com>.
- 3. Security Freeze.** You may also want to consider putting a security freeze on your credit files. This will prevent new credit from being opened in your name without the use of a PIN number that is issued to you when you initiate the freeze. A security freeze is designed to prevent potential creditors from accessing your credit report without your consent. As a result, using a security freeze may interfere with or delay your ability to obtain credit. You must separately place a security freeze on your credit file with each credit reporting agency. The credit reporting agencies used to charge a fee, but freezes are currently offered free of charge.  
Equifax: <https://www.equifax.com/personal/credit-report-services/>  
Experian: <https://www.experian.com/ncaonline/freeze>  
TransUnion: <https://www.transunion.com/credit-freeze>
- 4. Report Suspicious Activity & Obtain More Information.** If you detect any suspicious activity on an account, you should promptly notify the financial institution or company with which the account is maintained. You also should promptly report any suspected identity theft to law enforcement, your state attorney general, and/or the Federal Trade Commission. You may obtain more information on identity theft at the resources below.

**Office of the Attorney General**

1 Ashburton Place, 20th Floor  
Boston, MA 02108  
(617) 727-8400

<https://www.mass.gov/protecting-yourself-if-your-identity-is-stolen>

**Federal Trade Commission**

600 Pennsylvania Avenue, NW  
Washington, DC 20580  
(877) 438-4338

<https://www.consumer.ftc.gov/topics/identity-theft>

**For More Information:** For further information and assistance, please contact us directly at **1-800-426-0048**, ext. 1569 or [legalinfo@vortexoptics.com](mailto:legalinfo@vortexoptics.com). We value your privacy and deeply regret that this incident occurred. We are taking this incident very seriously and are actively continuing our investigation. We will notify you if there are any significant developments.

Sincerely,

Joe Hamilton,  
Owner, Director