



VIA FIRST CLASS MAIL

[First_Name] [Last_Name]
[Address_Line_1]
[Address_Line_2]
[City] [State] [Zip]

March __, 2019

RE: State law compliance – Data Breach Notice

Dear [First Name] [Last Name]:

On February 5, 2019, we sent you an email notifying you of an incident involving your 1099 tax forms. We are required by state law to send you this written notification, but want to emphasize that there has been **no additional security incident** or additional disclosure of personal information.

What Happened: As we stated in our email, on or about January 30, 2019, we mailed out a hard copy of your IRS Form 1099-MISC (1099) through a third-party vendor, DG3. On or about February 4, 2019, we learned that one other stylist received your 1099 form containing your personal information including your name and social security number. Upon learning of the incident, we immediately conducted an investigation and discovered that the incident was a result of human error during the printing process, not of hacking or other foul play.

Personal Information Involved: As mentioned above, your name and social security number were disclosed.

What We Are Doing: We met with DG3 to obtain their assurance that they will check all future mailings so that no such incident will occur in the future. In addition to the email you received, we sent an additional communication to the recipient of your 1099 form directing that they destroy any materials they received. As we mentioned in our February 5th email, we are offering 36 months of free identity protection services to you. The service will be provided through Identity Guard, a well-regarded provider of these services. We sent you an email with instructions on how to sign up and are also including a copy of those instructions with this notice. After using your personal redemption code, you will receive a confirmation for your first year of coverage. As a Color Street Stylist, your policy with Identity Guard will automatically renew at no additional charge for the second and third year of coverage.

What You Can Do: We encourage you to enroll in the identity protection service we are offering, and also advise you to check your credit reports periodically to ensure no one has attempted to steal your identity. Information on how to obtain your credit reports, and how to place a credit freeze on your accounts, is provided in the materials included in this notice.

Additional Questions: If you have additional questions not addressed in this notice letter or wish to know what other personal information we maintain, you may contact Tricia



McNamara at Color Street via email, tricia.m@colorstreet.com or over the phone between 9am and 5:30pm EST at (973) 773 7700.

Once again, we apologize for this incident, and will work to ensure that it does not happen again.

Sincerely,

/s/ Fa Park
Fa Park
Chief Executive Officer



Steps You Can Take to Protect Against Identity Theft and Fraud

We encourage you to remain vigilant against incidents of identity theft and fraud, to review your account statements, and to monitor your credit reports for suspicious activity. Under U.S. law you are entitled to one free credit report annually from each of the three major credit reporting bureaus. To order your free credit report, visit www.annualcreditreport.com or call, toll-free, 1-877-322-8228. You may also contact the three major credit bureaus directly to request a free copy of your credit report.

At no charge, you can also have these credit bureaus place a "fraud alert" on your file that alerts creditors to take additional steps to verify your identity prior to granting credit in your name. Note, however, that because it tells creditors to follow certain procedures to protect you, it may also delay your ability to obtain credit while the agency verifies your identity. As soon as one credit bureau confirms your fraud alert, the others are notified to place fraud alerts on your file. Should you wish to place a fraud alert, or should you have any questions regarding your credit report, please contact any one of the agencies listed below.

Equifax
P.O. Box 105069
Atlanta, GA 30348
800-525-6285
www.equifax.com

Experian
P.O. Box 2002
Allen, TX 75013
888-397-3742
www.experian.com

TransUnion
P.O. Box 2000
Chester, PA 19022-2000
800-680-7289
www.transunion.com

You may also place a security freeze on your credit reports. A security freeze prohibits a credit bureau from releasing any information from a consumer's credit report without the consumer's written authorization. However, please be advised that placing a security freeze on your credit report may delay, interfere with, or prevent the timely approval of any requests you make for new loans, credit mortgages, employment, housing, or other services. If you have been a victim of identity theft, and you provide the credit bureau with a valid police report, it cannot charge you to place, lift or remove a security freeze. In all other cases, a credit bureau may charge you a fee to place, temporarily lift, or permanently remove a security freeze. You will need to place a security freeze separately with each of the three major credit bureaus listed above if you wish to place a freeze on all of your credit files. To find out more on how to place a security freeze, you can use the following contact information:

Equifax
P.O. Box 105788
Atlanta, GA 30348
800-685-1111

Experian Security Freeze
P.O. Box 9554
Allen, TX 75013
888-397-3742

TransUnion
P.O. Box 2000
Chester, PA 19022-2000
888-909-8872

Websites:
www.freeze/equifax.com
www.experian.com/freeze/center.html
www.transunion.com/credit-freeze

The Federal Trade Commission can be reached at: 600 Pennsylvania Avenue NW, Washington, DC 20580, www.identitytheft.gov, 1-877-ID-THEFT (1-877-438-4338); TTY: 1-866-653-4261. The Federal Trade Commission also encourages those who discover that their information has been misused to file a complaint with them. You can obtain further information on how to file such a complaint by way of the contact information listed above. You have the right to file a police report if you ever experience identity theft or fraud. Please note that in order to file a crime report or incident report with law enforcement for identity theft, you will likely need to provide some kind of proof that you have been a victim. Instances of known



or suspected identity theft should also be reported to law enforcement. This notice has not been delayed by law enforcement.

Although we have no reason to believe that your personal information has been used to file fraudulent tax returns, you can contact the IRS at <https://www.irs.gov/Individuals/Identity-Protection> for helpful information and guidance on steps you can take to address a fraudulent tax return filed in your name and what to do if you become the victim of such fraud. You can also visit <https://www.irs.gov/uac/Taxpayer-Guide-to-Identity-Theft> for more information.

You can further educate yourself regarding identity theft, fraud alerts, and the steps you can take to protect yourself, by contacting the Federal Trade Commission or your state Attorney General. The Federal Trade Commission's fraud website is www.identitytheft.gov.

You can further educate yourself regarding identity theft, fraud alerts, and the steps you can take to protect yourself, by contacting the Federal Trade Commission or your state Attorney General. **For Iowa residents**, state law advises you to report any suspected identity theft to local police or other law enforcement officials, and Iowa's Attorney general. **For Maryland residents**, the Attorney General can be contacted at <http://www.marylandattorneygeneral.gov>, by phone at (410) 576-6491, and by mail at 200 St. Paul Place, 25th Floor, Baltimore, MD 21202. **For North Carolina residents**, the Attorney General can be contacted at 9001 Mail Service Center, Raleigh, NC 27699-9001, 1-919-716-6400, www.ncdoj.gov. If you are the victim of identity theft, you also have the right to file a police report and obtain a copy of it. This notice has not been delayed as a result of a law enforcement investigation.