

15590



<Date>

<Name>

<Address>

<City, State, Zip>

**RE: Important Security Notification.**  
**Please read this entire letter.**

Dear <Name>,

We are writing to notify you of a data security incident involving our website, [esseyepro.com](http://esseyepro.com) ("Site"). You are receiving this notice because the personal information you provided when making a purchase on [esseyepro.com](http://esseyepro.com) may have been affected by this incident. Eye Safety Systems is a subsidiary of a Subsidiary of Oakley, Inc. which is owned by Luxottica Group S.p.A.. Please read this notice carefully, as it provides information about the resources available to you to protect yourself against the unauthorized use of your personal information.

**What we are doing to protect your information:**

To help protect your identity, we are offering a complimentary [Extra 10] membership of Experian's® IdentityWorks<sup>SM</sup>. This product provides you with superior identity detection and resolution of identity theft. To activate your membership and start monitoring your personal information please follow the steps below:

- Ensure that you **enroll by: 11-30-2019** (Your code will not work after this date.)
- **Visit** the Experian IdentityWorks website to enroll: [www.experianidworks.com/credit](http://www.experianidworks.com/credit)
- Provide your **activation code: [code]**

If you have questions about the product, need assistance with identity restoration or would like an alternative to enrolling in Experian IdentityWorks online, please contact Experian's customer care team at 877-288-8057 by **11-30-2019**. Be prepared to provide engagement number [Engagement Number] as proof of eligibility for the identity restoration services by Experian.

**Additional details regarding your [Extra 10] Experian IdentityWorks Membership:**

A credit card is **not** required for enrollment in Experian IdentityWorks.

You can contact Experian **immediately** regarding any fraud issues, and have access to the following features once you enroll in Experian IdentityWorks:



- **Experian credit report at signup:** See what information is associated with your credit file. Daily credit reports are available for online members only.\*
- **Credit Monitoring:** Actively monitors Experian file for indicators of fraud.
- **Identity Restoration:** Identity Restoration agents are immediately available to help you address credit and non-credit related fraud.
- **Experian IdentityWorks ExtendCARE™:** You receive the same high-level of Identity Restoration support even after your Experian IdentityWorks membership has expired.
- **Up to \$1 Million Identity Theft Insurance\*\*:** Provides coverage for certain costs and unauthorized electronic fund transfers.

If you believe there was fraudulent use of your information and would like to discuss how you may be able to resolve those issues, please reach out to an Experian agent at 877-288-8057. If, after discussing your situation with an agent, it is determined that Identity Restoration support is needed, then an Experian Identity Restoration agent is available to work with you to investigate and resolve each incident of fraud that occurred (including, as appropriate, helping you with contacting credit grantors to dispute charges and close accounts; assisting you in placing a freeze on your credit file with the three major credit bureaus; and assisting you with contacting government agencies to help restore your identity to its proper condition).

Please note that this Identity Restoration support is available to you for one year from the date of this letter and does not require any action on your part at this time. The Terms and Conditions for this offer are located at [www.ExperianIDWorks.com/restoration](http://www.ExperianIDWorks.com/restoration). You will also find self-help tips and information about identity protection at this site.

We sincerely apologize for this incident and regret any inconvenience it may cause you.

Sincerely,

Jason D. Groppe  
Chief Privacy Officer (N.A.)

\* Offline members will be eligible to call for additional reports quarterly after enrolling.

\*\* The Identity Theft Insurance is underwritten and administered by American Bankers Insurance Company of Florida, an Assurant company. Please refer to the actual policies for terms, conditions, and exclusions of coverage. Coverage may not be available in all jurisdictions.



## **ADDITIONAL RESOURCES, CREDIT ALERTS AND FREEZES**

### **Information about Identity Theft**

#### *Federal Trade Commission*

The Federal Trade Commission provides information about how to avoid identity theft, including information about placing fraud alerts and security freezes on your credit report.

- Visit: <http://www.ftc.gov/idtheft>
- Call (toll-free): 1-877-ID-THEFT (1-877-438-4338)
- Write: Consumer Response Center, Federal Trade Commission, 600 Pennsylvania Ave., NW, Washington, DC 20580.

You may report suspected identity theft to the Federal Trade Commission.

### **State Specific Information**

You may also report suspected identity theft to law enforcement, including your state attorney general. Some states provide additional information and resources to assist their residents when there is a data security breach.

#### *Information for Maryland Residents*

For more information on identity theft, you can contact the Maryland Attorney General's Office: Address: 200 St. Paul Place, Baltimore, MD 21202  
Telephone: 1-410-576-6491  
Website: [www.oag.state.md.us/idtheft/index.htm](http://www.oag.state.md.us/idtheft/index.htm).

#### *Information for North Carolina Residents*

For more information on identity theft, you can contact the North Carolina Attorney General's Office:  
Address: 9001 Mail Service Center, Raleigh, NC 27699-9001  
Telephone: 1-919-716-6400  
Fax: 1-919-716-6750  
Website: <http://www.ncdoj.gov>



### Free Annual Credit Reports

You may obtain a free copy of your credit report once every 12 months.

- Visit: <http://www.annualcreditreport.com>
- Call (toll-free): 1-877-322-8228
- Write: Complete an Annual Credit Report Request Form and mail it to: Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348-5281 (you can print a copy of the form at <http://www.consumer.ftc.gov/articles/pdf-0093-annual-report-request-form.pdf>).

You also may purchase a copy of your credit report by contacting one of the three national consumer reporting agencies using the information below.

Equifax 1-800-525-6285 <a href="http://www.equifax.com">www.equifax.com</a> P. O. Box 740241 Atlanta, GA 30374-0241	Experian 1-888-397-3742 <a href="http://www.experian.com">www.experian.com</a> P. O. Box 9554 Allen, TX 75013	TransUnion 1-800-888-4213 <a href="http://www.transunion.com">www.transunion.com</a> 2 Baldwin Place P.O. Box 1000 Chester, PA 19022
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### Fraud Alerts: "Initial Alert" and "Extended Alert"

You can place two types of fraud alerts on your credit report to put your creditors on notice that you may be a victim of fraud: an "Initial Alert" and an "Extended Alert." An Initial Alert stays on your credit report for 90 days. You may ask that an Initial Alert be placed on your credit report if you suspect you have been, or are about to be, a victim of identity theft. An Extended Alert stays on your credit report for seven years. To obtain the Extended Alert, you must provide proof to the consumer reporting agency (usually in the form of a police report) that you actually have been a victim of identity theft. You have the right to obtain a police report regarding the data security incident. You can place a fraud alert on your credit report by calling the toll-free fraud number of any of the three consumer reporting agencies provided above.

A potential drawback to activating a fraud alert would occur when you attempt to open a new account. You would need to be available at either your work phone number or home phone number in order to approve opening the new credit account. If you are not available at either



of those numbers, the creditor may not open the account. A fraud alert may interfere with or delay your ability to obtain credit.

Fraud alerts will not necessarily prevent someone else from opening an account in your name. A creditor is not required by law to contact you if you have a fraud alert in place. Fraud alerts can legally be ignored by creditors. If you suspect that you are or have already been a victim of identity theft, fraud alerts are only a small part of protecting your credit. You also need to pay close attention to your credit report to make sure that the only credit inquiries or new credit accounts in your file are yours.

To place a fraud alert on your credit report, you may contact all of the three major consumer reporting agencies using the information below that they have published. Consumer reporting agencies will need to verify your identity, which will require providing your Social Security number and other similar information.

TransUnion  
P.O. Box 2000  
Chester, PA 19022-2000  
<https://fraud.transunion.com>  
1-800-680-7289

Equifax  
P. O. Box 740241  
Atlanta, GA 30374-0241  
[https://www.alerts.equifax.com/AutoFraud Online/jsp/fraudAlert.jsp](https://www.alerts.equifax.com/AutoFraudOnline/jsp/fraudAlert.jsp)  
1-888-766-0008

Experian  
P. O. Box 9554  
Allen, TX 75013  
<https://www.experian.com/fraud/center.html>  
1-888-397-3742

Placing a fraud alert does not damage your credit or credit score. Additional information may be obtained from [www.annualcreditreport.com](http://www.annualcreditreport.com).



## **Credit or Security Freeze on Credit File**

In some U.S. states, you have the right to put a credit freeze (also known as a security freeze) on your credit file. A credit freeze is designed to prevent potential credit grantors from accessing your credit report without your consent. Unlike a fraud alert, you must separately place a credit freeze on your credit file at each consumer reporting agency.

A security freeze is intended to prevent credit, loans and services from being approved in your name without your consent; however, using a security freeze may interfere with or delay your ability to obtain credit. To place a security freeze on your credit report, contact the consumer reporting agencies using the information below, and be prepared to provide the following (note that if you are requesting a security freeze for your spouse, this information must be provided for him/her as well):

- (1) full name, with middle initial and any suffixes;
- (2) Social Security number;
- (3) date of birth;
- (4) current address and any previous addresses for the past two years; and
- (5) any applicable incident report or complaint with a law enforcement agency or the Registry of Motor Vehicles.

The request must also include a copy of a government-issued identification card and a copy of a recent utility bill or bank or insurance statement. It is essential that each copy be legible, display your name and current mailing address, and the date of issue. The consumer reporting agency may charge a fee of between \$5.00 and \$20.00 to place, lift, and/or remove a freeze, unless you are a victim of identity theft or the spouse of a victim of identity theft, and you have submitted a valid police report relating to the identity theft incident to the consumer reporting agency.

The addresses of consumer reporting agencies to which requests for a security freeze may be sent are:

TransUnion  
P.O. Box 2000  
Chester, PA 19022-2000  
<https://freeze.transunion.com>



Equifax  
Equifax Security Freeze  
P.O. Box 105788  
Atlanta, Georgia 30348  
[https://www.freeze.equifax.com/Freeze/jsp/SFF\\_PersonalIDInfo.jsp](https://www.freeze.equifax.com/Freeze/jsp/SFF_PersonalIDInfo.jsp)

Experian  
P. O. Box 9532  
Allen, TX 75013  
<https://www.experian.com/freeze/center.html>

The consumer reporting agencies have three (3) business days after receiving your request to place a security freeze on your credit report. The credit bureaus must also send written confirmation to you within five (5) business days and provide you with a unique personal identification number (PIN) or password, or both that can be used by you to authorize the removal or lifting of the security freeze.

To lift the security freeze to allow a specific entity or individual access to your credit report, you must call or send a written request to the consumer reporting agencies by mail and include:

- proper identification (name, address, and Social Security number);
- the PIN or password provided to you when you placed the security freeze; and
- the identities of those entities or individuals you would like to receive your credit report or the specific period of time you want the credit report available.

The consumer reporting agencies have three (3) business days after receiving your request to lift the security freeze for those identified entities or for the specified period of time.