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BEAUTYCOUNTER

Counter Brands, LLC dba Beautycounter
1733 Ocean Avenue, Suite 400
Santa Monica, CA 90401

August 29, 2019

[First Name] [Last Name]
[Street Address]
[City], [State] [Zip]

Dear [First Name] [Last Name]:

We are writing to notify you, out of an abundance of caution, that as a result of an incident by an unauthorized third party, your personal information, specifically your social security number, may have been exposed. Beautycounter takes this matter very seriously and apologizes for any inconvenience caused. Upon learning of the incident, we immediately began a forensic investigation to determine the extent of the incident, and we successfully ended the exposure the very same day. We subsequently notified federal law enforcement of the incident. We have also deployed enhanced security procedures to prevent future incidents and are actively continuing to identify and deploy more.

In an abundance of caution, we are offering you identity theft prevention and mitigation services through Experian IdentityWorks at no cost for a period of 24 months. To activate those services, please go to <https://www.experianidworks.com/3bcredit> or call Experian at 1-(877) 890-9332; and provide the required information listed below. You must enroll by no later than **November 30, 2019**.

- Experian Engagement Number: [XXXXXXX]
- Individualized Activation Code: [XXXXXXX]

You can contact Beautycounter's Customer Service at 1-(888) 920-3638 should you have any questions regarding the incident or the contents of this letter. You can reach an agent via the telephone from Monday through Friday, 10:00 a.m. to 5:00 p.m. PST. After hours and on the weekends or holidays, feel free to leave a message on this number and someone will call you back during business hours. Please reference "Phishing Incident" when you call so you can be directed to the appropriate agent who is familiar with this matter.

There are certain steps you can take to protect against potential fraudulent activity. Under Massachusetts law, you have the right to obtain any police report filed in regard to this incident. If you are the victim of identity theft, you also have the right to file a police report and obtain a copy of it.

Federal and Massachusetts laws also allow consumers to place a security freeze on their credit reports. A security freeze prohibits a credit reporting agency from releasing any information from a consumer's credit report without written authorization. However, please be aware 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.

To place a security freeze on your credit report, you must send a written request to **each** of the three major consumer reporting agencies: Equifax; Experian; and TransUnion by regular, certified or overnight mail at the addresses below:

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Equifax

P.O. Box 740241
Atlanta, GA 30374
1-800-525-6285
www.equifax.com

Experian

P.O. Box 2002
Allen, TX 75013
1-888-397-3742
www.experian.com

TransUnion

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

In order to request a security freeze, you will need to provide the following information:

1. Your full name (including middle initial as well as Jr., Sr., II, III, etc.);
2. Social Security Number;
3. Date of birth;
4. If you have moved in the past five (5) years, provide the addresses where you have lived over the prior five years;
5. Proof of current address such as a current utility bill or telephone bill;
6. A legible photocopy of a government issued identification card (state driver's license or ID card, military identification, etc.)
7. If you are a victim of identity theft, include a copy of either the police report, investigative report, or complaint to a law enforcement agency concerning identity theft.

The credit 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 in order to allow a specific entity or individual access to your credit report, you must call or send a written request to the credit reporting agencies by mail and include proper identification (name, address, and social security number) **and** the PIN number or password provided to you when you placed the security freeze as well as 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 credit 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.

To remove the security freeze, you must send a written request to each of the three credit bureaus by mail and include proper identification (name, address, and social security number) **and** the PIN number or password provided to you when you placed the security freeze. The credit bureaus have three (3) business days after receiving your request to remove the security freeze.

We again sincerely apologize for any inconvenience caused by this incident. We remain committed to protecting your personal information and are continuously monitoring our processes to prevent similar incidents in the future.

Sincerely,

Anne Ainslie
Vice President, Customer Experience
Counter Brands, LLC dba Beautycounter