



Return Mail Processing
PO Box 589
Claysburg, PA 16625-0589

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October 2, 2020

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SAMPLE A SAMPLE - L03 MA
APT #123
123 ANY ST
ANYTOWN, US 12345-6789



RE: Important Security Notification
Please read this entire letter.

Dear Sample A Sample,

We are writing to inform you that on September 2, 2020, PupBox (a business unit of Petco Animal Supplies Stores, Inc.) became aware of a security incident which affected the PupBox website and may have resulted in a breach of your personal information. On August 7, 2020, we received a notification that fraudulent activities may have occurred on credit cards that were used on the PupBox website between February 26, 2020 and July 21, 2020. We promptly launched an investigation with the assistance of a leading cybersecurity firm, which revealed an unauthorized plugin on the PupBox website. The plugin allowed personal information to be captured and shared with a third-party server between February 11, 2020 and August 9, 2020. The personal information exposed in this incident may include your name, email address, address, credit card number, credit card expiration date, credit card CVV code, and your Pupbox.com password. The investigation confirmed that there was no further sensitive information involved in this incident, such as Social Security Numbers.

As soon we became aware of this intrusion, we shut down the impacted systems to prevent unauthorized access to customer data and partnered with cybersecurity experts to investigate the issue. We have resolved the incident and are taking steps to prevent an attack in the future and are making additional improvements to strengthen PupBox's cybersecurity protections. We have established a toll-free number you may call if you have any questions. For more information, call (855) 223-4413 between M-F 6 am – 8 pm PST; Sat-Sun 8 am - 5 pm PST. When calling the toll-free number, please provide the following engagement number: B004725. We take protecting your personal information very seriously, and apologize for any inconvenience this incident may have caused.

There are important steps that you can take to reduce the likelihood of identity theft or fraud. The Federal Trade Commission (FTC) recommends that you remain vigilant by checking your credit reports periodically. Checking your credit reports periodically can help you spot problems and address them quickly. You can also order free copies of your annual reports through www.annualcreditreport.com. You should also monitor any suspicious activity associated with your financial accounts. For more information about steps you can take to reduce the likelihood of identity theft or fraud, call 1-877-ID-THEFT (877-438-4338) or visit the FTC's website at <http://www.ftc.gov/bcp/edu/microsites/idtheft/>. However, if you believe you are the victim of identity theft, you should immediately contact your local law enforcement agency or the Massachusetts Attorney General.

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OBTAINING A POLICE REPORT

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.

PLACING A SECURITY FREEZE ON YOUR CREDIT REPORT

Massachusetts law also allows consumers to place a security freeze on their credit reports free of charge. A security freeze prohibits a credit reporting agency from releasing any information from a consumer's credit report without written authorization. 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 by regular, certified or overnight mail at the addresses below:

Experian	Equifax	TransUnion
Experian Security Freeze P.O. Box 9554 Allen, TX 75013	Equifax Security Freeze P.O. Box 105788 Atlanta, GA 30348	TransUnion LLC P.O. Box 2000 Chester, PA 19016

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

- Your full name (including middle initial as well as Jr., Sr., II, III, etc.);
- Social Security Number;
- Date of birth;
- If you have moved in the past five (5) years, provide the addresses where you have lived over the prior five years;
- Proof of current address such as a current utility bill or telephone bill;
- A legible photocopy of a government issued identification card (state driver's license or ID card, military identification, etc.);

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.

You can also place security freezes online by visiting the following websites:

- **Experian:** <https://www.experian.com/freeze/center.html>
- **Equifax:** <https://www.equifax.com/personal/credit-report-services/>
- **TransUnion:** <https://www.transunion.com/credit-freeze>

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.

QUESTIONS?

We value you as a customer and Pet Parent. We respect your privacy rights and we sincerely regret that this incident occurred. If you have any questions, please feel free to contact us at (855) 223-4413 between M-F 6 am – 8 pm PST; Sat-Sun 8 am - 5 pm PST. When calling the toll-free number, please provide the following engagement number: B004725.

Sincerely,

Ben Zvaifler
PupBox



