

# WILLIAMS-SONOMA, INC.

3250 Van Ness Ave.  
San Francisco, CA 94109

19842

February 14, 2021

## Notice of Data Breach

Dear [REDACTED]

At Williams-Sonoma, Inc. we pride ourselves on consistently providing our customers with excellent merchandise and friendly, knowledgeable associates who can make each shopping experience special. Indeed, we believe that this is what sets us apart from other retailers.

We have determined that when you made your recent purchase with West Elm on 11/30/20, your Visa credit card number ending [REDACTED] and your CVV number on the back of your credit card were involved in a data breach when our associate asked for the CVV number on the back of your credit card while you placed an order.

### What Are We Doing?

We have filed a police report and are pursuing prosecution against the associate in question in this matter. The associate has been terminated from employment with WSI.

We deeply regret the inconvenience and difficulty to you caused by this incident. It is disappointing for us to have such a circumstance occur, as the security and integrity of our customer information is our foremost concern. Please be assured that the situation has been properly addressed and resolved.

In hopes that we might regain your confidence, we will be sending you a gift card as a way of inviting you to continue to shop with us. You may use it toward a purchase in any of our stores, websites, or catalogs.

We value you as a customer and hope we will have the opportunity to serve you in the future.

### For More Information

You should have also received a call from, Gail Morris, Director of Loss Prevention Department about this matter. If you have not yet heard from her or if you wish to contact us, you can reach her at 415-816-5505 to answer any additional questions you may have in this matter.

### What You Can Do

There are additional actions you can consider taking to reduce the chances of identity theft or fraud on your account(s).

# WILLIAMS-SONOMA, INC.

You may want to contact the three U.S. credit reporting agencies to report the incident and request a credit report:

Equifax  
P.O. Box 740241  
Atlanta, GA 30374  
(866) 349-5191  
www.equifax.com

Experian  
P.O. Box 4500  
Allen, TX 75013  
(888) 397-3742  
www.experian.com

TransUnion  
P.O. Box 2000  
Chester, PA 19016  
(888) 909-8872  
www.transunion.com

You can request a free credit report once a year at [www.annualcreditreport.com](http://www.annualcreditreport.com). The FTC, the credit reporting agencies, your local attorney general, and law enforcement agencies can also provide you with additional information about fraud alerts and security freezes and how to prevent identity theft.

If you suspect any identity theft has occurred, you may contact the Federal Trade Commission by calling (877) 438-4338 or online at [www.ftc.gov](http://www.ftc.gov). The FTC is located at 600 Pennsylvania Avenue, NW Washington, DC 20580. You can also contact the Massachusetts Attorney General.

Under Massachusetts law, you also have the right to obtain a police report 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. You may also consider placing a fraud alert message or security freeze on your credit file by calling the toll-free telephone numbers for each of the three national consumer credit reporting agencies listed above.

If you have been a victim of identity theft and you provide the credit reporting agency with a valid police report, it cannot charge you to place, lift or remove a security freeze. In all other cases, a credit reporting agency may charge you up to \$5.00 each to place, temporarily lift, or permanently remove a security freeze. To place a security freeze on your credit file, you must send a written request to each of the three national consumer reporting agencies listed above by regular, certified or overnight mail. In order 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;
- If you are not a victim of identity theft, include payment by check, money order, or credit card (Visa, MasterCard, American Express or Discover only).

Sincerely,

Tarah Powell-Chen