



Return Mail Processing Center
P.O. Box 6336
Portland, OR 97228-6336

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NOTICE OF DATA BREACH

Re: **Important Security Notification**

Please read this letter.

Dear <<Name 1>>:

We are contacting you regarding a security incident that may have involved some of your personal information. We take the privacy and security of your personal information very seriously and for this reason want you to understand the steps we have taken to address this issue and additional steps you can take to protect yourself.

What Happened

32 Bar Blues recently learned that a Payment Card Industry (PCI)-certified vendor that it uses as its website shopping cart solution (Freestyle Solutions) was the victim of a data security incident that may have affected payment card information for certain 32 Bar Blues customers.

What Information Was Involved

Based on the investigation, Freestyle has assessed that some of your personal information was in files that may have been accessed without authorization. This information may have included your name and the following: address, payment card number, payment card expiration date, and payment card security code.

What We Are Doing

After becoming aware of the issue, Freestyle launched an investigation with the assistance of its data security experts to determine the timeframes of potential exposure for each of Freestyle’s affected customers and to identify impacted cardholders. Freestyle also notified federal law enforcement authorities and has been coordinating with the payment card companies in an effort to protect affected cardholders. Upon being notified of the incident, 32 Bar Blues promptly notified its credit card payment processor / acquirer and engaged external support to assist with identifying its potentially affected customers.

What You Can Do

Please consider the following recommendations:

- Review Your Account Statements. We encourage you to remain vigilant by reviewing your account statements. If you believe there is an unauthorized charge on your card, please contact your financial institution or card issuer immediately. The payment card brands’ policies provide that cardholders have zero liability for unauthorized charges that are reported in a timely manner. Please contact your card brand or issuing bank for more information about the policy that applies to you.
- Order a Credit Report. You are entitled under U.S. law to one free credit report annually from each of the three nationwide consumer reporting agencies. To order your free credit report, visit www.annualcreditreport.com or call toll-free at 1-877-322-8228.
- Review the Reference Guide. The attached Reference Guide provides additional recommendations on the protection of personal information.

1901 Holser Walk, Unit 300, Oxnard, CA 93036
www.32BarBlues.com

More Information

Security, in all its forms, remains a top priority at 32 Bar Blues, and we will continue to take all appropriate steps to safeguard personal information and our systems. We apologize for any inconvenience or concern this incident may cause you. If you have any questions regarding this incident, please call 1-888-573-6902, Monday through Friday, 9:00 a.m. to 9:00 p.m. Eastern Time.

Sincerely,
32 Bar Blues

Reference Guide

Order Your Free Credit Report

To order your free annual credit report, visit www.annualcreditreport.com, call toll-free at (877) 322-8228, or complete the Annual Credit Report Request Form on the U.S. Federal Trade Commission's (FTC) website at www.ftc.gov and mail it to Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348-5281. The three credit bureaus (Equifax, Experian and TransUnion) provide free annual credit reports only through the website, toll-free number or request form.

You may also purchase a copy of your credit report by contacting any of the credit reporting agencies below:

Equifax
www.equifax.com
(800) 685-1111

Experian
www.experian.com
(888) 397-3742

TransUnion
www.transunion.com
(800) 916-8800

Upon receiving your credit report, review it carefully. Errors may be a warning sign of possible identity theft. Here are a few tips of what to look for:

- Look for accounts you did not open.
- Look in the "inquiries" section for names of creditors from whom you have not requested credit. Some companies bill under names other than their store or commercial names; the credit bureau will be able to tell if this is the case.
- Look in the "personal information" section for any inaccuracies in information (such as home address and Social Security Number).

If you see anything you do not understand, call the credit bureau at the telephone number on the report. Errors may be a warning sign of possible identity theft. You should notify the credit bureaus of any inaccuracies in your report, whether due to error or fraud, as soon as possible so the information can be investigated and, if found to be in error, corrected. If there are accounts or charges you did not authorize, immediately notify the appropriate credit bureau by telephone and in writing. Information that cannot be explained should also be reported to your local police or sheriff's office because it may signal criminal activity.

If you detect any unauthorized transactions in any of your financial accounts, promptly notify the appropriate payment card company or financial institution. If you detect any incidence of identity theft or fraud, promptly report the matter to your local law enforcement authorities (from whom you can obtain a police report), state Attorney General, and the Federal Trade Commission (FTC). You can contact the FTC to learn more about how to protect yourself from becoming a victim of identity theft by using the contact information below:

Federal Trade Commission
Bureau of Consumer Protection
600 Pennsylvania Avenue NW
Washington, DC 20580
(877) IDTHEFT (438-4338)
www.ftc.gov/idtheft

Placing a Security Freeze

You have a right to place a "security freeze" on your credit report, which will prohibit a consumer reporting agency from releasing information in your credit report without your express authorization. The security freeze is designed to prevent credit, loans, and services from being approved in your name without your consent. However, you should be aware that using a security freeze to take control over who gets access to the personal and financial information in your credit report may delay, interfere with, or prohibit the timely approval of any subsequent request or application you make regarding a new loan, credit, mortgage, or any other account involving the extension of credit.

You can place, temporarily lift, or permanently remove a security freeze on your credit report online, by phone, or by mail. You will need to provide certain personal information, such as address, date of birth, and Social Security number to request a security freeze and may be provided 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. Information on how to place a security freeze with the credit reporting agencies is also contained in the links below:

<https://www.equifax.com/personal/credit-report-services/>

<https://www.experian.com/freeze/center.html>

<https://www.transunion.com/credit-freeze>

Fees associated with placing, temporarily lifting, or permanently removing a security freeze no longer apply at nationwide consumer reporting agencies.

Placing a Fraud Alert

To protect yourself from possible identity theft, you have the right to place an initial or extended fraud alert on your credit file at no cost. An initial fraud alert is a one-year alert that is placed on a consumer's credit file. Upon seeing a fraud alert display on a consumer's credit file, a business is required to take steps to verify the consumer's identity before extending new credit. If you are a victim of identity theft, you are entitled to an extended fraud alert, which is a fraud alert lasting seven years. You may obtain additional information from the FTC and the credit reporting agencies listed above about placing a fraud alert and/or security freeze on your credit report.