

SSENSE  
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Montreal, Quebec H2N 2E7

&lt;&lt;DATE&gt;&gt;

<<First Name>> <<Last Name>>  
<<Address Line 1>>  
<<Address Line 2>>  
<<City>>, <<State>> <<ZIP>>

## **Subject: Notice of Cybersecurity Incident for U.S Residents**

Hello <<First Name>> <<Last Name>>,

We write to advise you that SSENSE experienced a cybersecurity incident involving access to our computer systems by an unauthorized third party. The incident was contained and our experts have not identified any instances of misuse.

We are reaching out to outline what happened, what actions we are taking to protect you, and what we are doing to make sure this does not happen again.

### **What happened**

On December 10, 2022, upon discovering that our computer systems were accessed by an unauthorized third party, we immediately launched our response protocols and engaged third-party experts to help restore access to systems and investigate the scope of the incident. We worked diligently to maintain and fully restore operations, including implementing a number of containment measures on our network. We have been continuing to investigate the affected systems to determine and confirm the scope of access to information.

### **What information was involved**

Our investigation revealed that some information pertaining to former employees was accessed as part of the incident. It would be prudent to consider that the following types of information could have been affected: full name, home address, email address, phone number, copy of void cheque which may include a financial account number, identification documents provided by you at time of hire or for immigration purposes, employment contract, and other information related to your employment with SSENSE such as Social Security number, tax identification number, health and insurance enrollment forms, government-issued ID numbers such as passport or a driver's license number.

### **What we are doing**

It is particularly important that we take all precautions to limit the likelihood of this incident having any impact on you. As such, we are offering at no cost to you a 3-year subscription to Equifax Complete™ Premier, an online service that helps consumers monitor their credit and identity information, detect, and respond to fraudulent credit activity and more. This includes \$1,000,000 identity-theft insurance and identity restoration assistance.

We encourage you to register at your earliest convenience with the instructions provided by Equifax appended to this letter. If you require assistance with this process, please write to [equifaxsupport@ssense.com](mailto:equifaxsupport@ssense.com).

### **What you can do**

In addition to completing your enrollment to Equifax, we recommend that you remain vigilant of potential phishing email attempts (suspicious emails designed to steal credentials or infect devices). You may contact the Federal Trade Commission for information regarding fraud or identity theft at 877-382-4357, 400 7th St., SW Washington, DC 20024, or [consumer.ftc.gov](http://consumer.ftc.gov). You may also be eligible for a free credit report at [www.annualcreditreport.com](http://www.annualcreditreport.com), or contact the major credit reporting agencies at:

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Equifax  
www.equifax.com  
(800) 685-1111  
P.O. Box 740241  
Atlanta, GA 30374

Experian  
www.experian.com  
(888) 397-3742  
P.O. Box 2104  
Allen, TX 75013-0949

TransUnion  
www.transunion.com  
(833) 395-6938  
P.O. Box 1000  
Chester, PA 19022

These resources can provide information about fraud alerts and security freezes. Residents of some states, such as Rhode Island and Massachusetts, may be entitled to request a police report or a security freeze. In some states, such as Massachusetts, you may be entitled to a security freeze at no charge.

Residents of Rhode Island and New York may contact their State Attorney General's Office for more information about identity theft prevention.

### **Moving forward**

Unfortunately, cyber incidents are becoming more and more common. To help prevent a similar occurrence in the future, we implemented additional measures designed to enhance the security of our network, systems, and data. This should increase our capacity to prevent and detect system intrusions from unauthorized third parties. We are reviewing our security incident response protocol to ensure it is aligned with best practices.

### **For more information**

If you have any further questions or concerns regarding this incident, please contact us via [people@ssense.com](mailto:people@ssense.com).

We sincerely apologize for any inconvenience this incident has caused.

**SSENSE People Team**



Enter your Activation Code: [REDACTED]  
Enrollment Deadline: [REDACTED]

## Equifax Complete™ Premier

\*Note: You must be over age 18 with a credit file to take advantage of the product

### Key Features

- Annual access to your 3-bureau credit report and VantageScore<sup>1</sup> credit scores
- Daily access to your Equifax credit report and 1-bureau VantageScore credit score
- 3-bureau credit monitoring<sup>2</sup> with email notifications of key changes to your credit reports
- WebScan notifications<sup>3</sup> when your personal information, such as Social Security Number, credit/debit card or bank account numbers are found on fraudulent Internet trading sites
- Automatic fraud alerts<sup>4</sup>, which encourages potential lenders to take extra steps to verify your identity before extending credit, plus blocked inquiry alerts and Equifax credit report lock<sup>5</sup>
- Identity Restoration to help restore your identity should you become a victim of identity theft, and a dedicated Identity Restoration Specialist to work on your behalf
- Up to \$1,000,000 of identity theft insurance coverage for certain out of pocket expenses resulting from identity theft<sup>6</sup>.
- Lost Wallet Assistance if your wallet is lost or stolen, and one-stop assistance in canceling and reissuing credit, debit and personal identification cards.

### Enrollment Instructions

Go to [www.equifax.com/activate](http://www.equifax.com/activate)

Enter your unique Activation Code of [REDACTED] then click "Submit"

#### 1. Register:

Complete the form with your contact information and click "Continue".

*If you already have a myEquifax account, click the 'Sign in here' link under the "Let's get started" header.*

*Once you have successfully signed in, you will skip to the Checkout Page in Step 4*

#### 2. Create Account:

Enter your email address, create a password, and accept the terms of use.

#### 3. Verify Identity:

To enroll in your product, we will ask you to complete our identity verification process.

#### 4. Checkout:

Upon successful verification of your identity, you will see the Checkout Page.

Click 'Sign Me Up' to finish enrolling.

### You're done!

The confirmation page shows your completed enrollment.

Click "View My Product" to access the product features.

<sup>1</sup>The credit scores provided are based on the VantageScore® 3.0 model. For three-bureau VantageScore credit scores, data from Equifax®, Experian®, and TransUnion® are used respectively. Any one-bureau VantageScore uses Equifax data. Third parties use many different types of credit scores and are likely to use a different type of credit score to assess your creditworthiness.

<sup>2</sup>Credit monitoring from Experian and TransUnion will take several days to begin.

<sup>3</sup>WebScan searches for your Social Security Number, up to 5 passport numbers, up to 6 bank account numbers, up to 6 credit/debit card numbers, up to 6 email addresses, and up to 10 medical ID numbers. WebScan searches thousands of Internet sites where consumers' personal information is suspected of being bought and sold, and regularly adds new sites to the list of those it searches. However, the Internet addresses of these suspected Internet trading sites are not published and frequently change, so there is no guarantee that we are able to locate and search every possible Internet site where consumers' personal information is at risk of being traded.

<sup>4</sup>The Automatic Fraud Alert feature is made available to consumers by Equifax Information Services LLC and fulfilled on its behalf by Equifax Consumer Services LLC.

<sup>5</sup>Locking your Equifax credit report will prevent access to it by certain third parties. Locking your Equifax credit report will not prevent access to your credit report at any other credit reporting agency. Entities that may still have access to your Equifax credit report include: companies like Equifax Global Consumer Solutions, which provide you with access to your credit report or credit score, or monitor your credit report as part of a subscription or similar service; companies that provide you with a copy of your credit report or credit score, upon your request; federal, state and local government agencies and courts in certain circumstances; companies using the information in connection with the underwriting of insurance, or for employment, tenant or background screening purposes; companies that have a current account or relationship with you, and collection agencies acting on behalf of those whom you owe; companies that authenticate a consumer's identity for purposes other than granting credit, or for investigating or preventing actual or potential fraud; and companies that wish to make pre-approved offers of credit or insurance to you. To opt out of such pre-approved offers, visit [www.optoutprescreen.com](http://www.optoutprescreen.com)

<sup>6</sup>The Identity Theft Insurance benefit is underwritten and administered by American Bankers Insurance Company of Florida, an Assurant company, under group or blanket policies issued to Equifax, Inc., or its respective affiliates for the benefit of its Members. Please refer to the actual policies for terms, conditions, and exclusions of coverage. Coverage may not be available in all jurisdictions.