

**NOTICE OF DATA BREACH**  
*Confidential-for Intended Recipient Only*

Click or tap to enter a date.

Dear Click or tap here to enter text.,

We are contacting you regarding a data security incident that affects customers of Shoyeido USA, Inc. (“Shoyeido”). You are receiving this notice because you are a customer of Shoyeido during a period where your information may have been exposed. The privacy and protection of the personal information of our customers is a matter we take very seriously, and we recommend that you closely review the information provided in this notice for suggestions on how to protect yourself against potential misuse of your information.

**1. What Happened?**

Shoyeido uses an e-commerce service provider, CommerceV3, Inc. to help provide its goods online. On June 6, 2023, we received an email from CommerceV3, Inc., who notified us that CommerceV3 had become aware that Shoyeido’s customers’ personal information may have been exposed. We immediately launched an investigation and communicated with CommerceV3. On July 11, 2023, CommerceV3 confirmed to us that certain Shoyeido’s customers’ personal information may have been exposed.

**2. What We Are Doing.**

We have been in communication with CommerceV3 regarding the security incident. CommerceV3 has notified us that it has terminated the unauthorized access, is deploying additional security measures, and has communicated with law enforcement regarding the security incident. In addition to receiving the foregoing assurances from CommerceV3, Shoyeido has independently contacted law enforcement and is working with law enforcement in their investigation of the security incident.

**3. What You Can Do.**

You should remain vigilant for incidents of fraud and identity theft by regularly reviewing your account statements and monitoring credit reports for any unauthorized activity. For information on how to obtain free credit reports, see Obtain Your Credit Report, below. If you discover any suspicious or unusual activity on your accounts, be sure to report it immediately to your financial institutions, as major credit card companies have rules that prevent them from requiring you to pay for fraudulent charges that are timely reported.

In addition, we encourage you to contact the Federal Trade Commission (FTC) or law enforcement, such as your state attorney general, to report incidents of identity theft or to learn more about steps you can take to protect yourself from identity theft. You can contact the FTC at:

Federal Trade Commission  
600 Pennsylvania Avenue, NW  
Washington, DC 20580  
(877) IDTHEFT (438-4338)  
<https://www.identitytheft.gov/>

If you find that your information has been misused, the FTC encourages you to file a complaint with the FTC and to take these additional steps: (1) close the accounts that you have confirmed or believe

have been tampered with or opened fraudulently; and (2) file and keep a copy of a local police report as evidence of the identity theft crime.

### **Obtain Your Credit Report**

You should also monitor your credit reports. You may periodically obtain credit reports from each nationwide credit reporting agency. If you discover inaccurate information or a fraudulent transaction on your credit report, you have the right to request that the credit reporting agency delete that information from your credit report file.

Under federal law, you are entitled to one free copy of your credit report every 12 months from each of the three nationwide credit reporting agencies. You may obtain a free copy of your credit report by going to [www.AnnualCreditReport.com](http://www.AnnualCreditReport.com) or by calling (877) 322-8228. You also may complete the Annual Credit Report Request Form available from the FTC at <https://www.consumer.ftc.gov/articles/pdf-0093-annual-report-request-form.pdf>, and mail it to Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348-5281. Additionally, you may contact the major consumer reporting agencies at the following addresses:

Equifax  
P.O. Box 105788  
Atlanta, GA 30348  
[www.equifax.com](http://www.equifax.com)  
(800) 525-6285

Experian  
P.O. Box 9554  
Allen, TX 75013  
[www.experian.com](http://www.experian.com)  
(888) 397-3742

TransUnion  
P.O. Box 2000  
Chester, PA 19016  
[www.transunion.com](http://www.transunion.com)  
(800) 680-7289

### **Your Rights under Massachusetts Law**

Because you reside in Massachusetts, certain provisions of the Commonwealth's data protection and privacy laws cover this situation.

Under such laws, you have the right to obtain a police report in regard to this incident, if one is filed. If you are the victim of identity theft, you also have the right to file a police report and obtain a copy of it.

Massachusetts law also allows a consumer to place a security freeze on the consumer's credit report. If you have been a victim of identity theft, and you provide the credit reporting agency with a valid police report, that credit reporting agency 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 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 set forth in the letter above.

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, 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, a copy of either the police report, investigative report, or

complaint to a law enforcement agency concerning identity theft;

8. If you are not a victim of identity theft, payment by check, money order, or credit card (Visa, MasterCard, American Express, or Discover only). Do not send cash through the mail.

After receiving your request, the credit reporting agencies have three (3) business days to place a security freeze on your credit report. The credit reporting agencies 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.

#### **4. For More Information**

Please call us at 1-800-786-5476 if you have any questions.

We truly apologize for this incident and regret any inconvenience to our customers.

Sincerely,

Shoyeido USA, Inc. Executive Team