Accuform Signs
16228 Flight Path Drive
Brooksville, FL 34604

Important Security and Protection Notification from Accuform Signs and [DISTRIBUTOR NAME]. Please read this entire letter.

[CARDHOLDER NAME]
[CARDHOLDER COMPANY]
[STREET ADDRESS]
[CITY], [STATE], [COUNTRY] [ZIP CODE]

Dear [CUSTOMER/CARDHOLDER NAME]:

We are contacting you regarding a data security incident that has occurred at Accuform Signs. Essentially, our systems have been illegally hacked into by outside intruders. Beginning at least as early as June 30, 2015, we believe Accuform Signs order information was improperly accessed from our website and/or the website of [DISTRIBUTOR NAME] (with whom we are working closely in order to provide you this joint notification with important information to better protect you). This order information may have included your name, address, email, phone and credit card information. As a result, this information may have been potentially exposed to others.

Please be assured that we are taking appropriate steps necessary to address the incident, and that we are committed to protecting the information that you have entrusted to us. We have retained the services of an experienced cyber security and forensic investigative firm to fully investigate the incident, and we have reported the matter to federal law enforcement authorities, including the Electronic Crimes Task Force of the United States Secret Service.

Because the breach occurred very recently, the investigations are still ongoing. However, we do know that one or more parties operating through foreign countries illegally accessed our computer network and exfiltrated copies of orders, a portion of which contained purchaser's names, credit card numbers and other related information. We have no information to indicate that any card has yet incurred any unauthorized charges.

To better protect you and your information, we have taken immediate steps to further secure all data, including instituting changes in the ways purchase information is processed. Since discovering the breach, Accuform Signs has taken immediate action to identify and block access points, increase tracking and monitoring of activity, further restrict and remove sensitive data, increase anti-virus protection of servers, implement an advanced 2-factor password security system, and require secondary authorization to view credit cards.

For nearly 40 years, all of us at Accuform Signs have been dedicated to manufacturing products that inform, protect, and motivate. We are committed to addressing this incident with the same dedication. We are offended by this cyber-attack on your business and our own and regret any inconvenience this incident may have caused you.

We are committed to working with authorities to do all we can to help protect our businesses from future cyber-attacks. Should you have questions or concerns regarding this matter or the protections available to you, please do not hesitate to contact us at 1-800-233-3352 (8am-7pm EST) or review information at www.safetybreach.info. There you will find a series of FAQ, and their answers. Also attached to this letter is further information that you may find helpful.

Sincerely,

John Murphy
Director of Customer Care
Accuform Signs

ADDITIONAL INFORMATION
YOU HAVE RECEIVED A DATA BREACH NOTICE - WHAT NOW?

Now that you have been notified that your personal information may have been exposed in a data breach, you should be aware that there are steps you can take to help protect yourself from identity theft.

- First, you should immediately contact your bank or credit card company to cancel the card that you provided to us and request a new one. If you are unsure which card you used on our website, please contact us at 1-800-233-3352.

- You should vigilantly review your account statements and transactions regularly and make sure that no one misused your card. If you find fraudulent charges, call the fraud department and get them removed.

- If you have automatic payments set up, update them with your new card number.

- Request and check your credit report at annualcreditreport.com or call 1-877-322-8228. If you have not ordered a report in the past year, it is free. If you have already ordered your free annual reports this year, you can pay to get your report immediately from one of the credit bureaus listed below, or you may be entitled to another free report if you have placed a fraud alert on your credit report recently. You may also want to check with your credit card company, as they may provide free services.

- Contact one of the three credit bureaus and place a fraud alert. A fraud alert is free. It will make it harder for someone to open new accounts in your name. You should get a letter from each credit bureau that will confirm that they placed a fraud alert on your file. If you contact one of the companies below, they must tell the other two.

    - Equifax
      www.equifax.com/CreditReportAssistance/
      P.O. Box 740250
      Atlanta, GA 30374
      1-888-766-0008

    - Experian
      www.experian.com/fraud/center.html
      P.O. Box 1017
      Allen, TX 75013
      1-888-397-3742

    - Trans Union
      www.transunion.com/fraud
      PO Box 2000
      Chester, PA 19022-2000
      1-800-680-7289

If you suspect that identity theft has already occurred and that your card has been, or is being, used improperly, you should consider taking the following steps:

- Call the companies where you know fraud has occurred and alert the fraud department. Ask them to immediately close or freeze the account if you haven't already.
- Contact the Federal Trade Commission (FTC), your state's Attorney General or other forms of law enforcement. The FTC has an online complaint form located at its website shown below. The FTC also provides useful information for filing a police report on its website.

We strongly encourage you to visit the Federal Trade Commission's Identify Theft Information website located at https://www.identitytheft.gov/, as well as the websites for the reporting agencies listed above, for further information on topics such as placing fraud alerts and security freezes. You can also contact the FTC at 1-877-ID-Theft (438-4338) or at:

Identity Theft Clearinghouse
Federal Trade Commission
600 Pennsylvania Avenue, NW
Washington, DC 20580