REBECCAMINKOFF
16 West 22nd Street, 7th Fl.
New York, NY 10010

September 9, 2016

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SAMPLE A SAMPLE
123 ANY ST
ANYTOWN, US 12345-6789

Dear Sample A Sample:

Rebecca Minkoff is writing to inform you of an incident that may have involved some of your personal information. We greatly value your business and take the protection and proper use of your information very seriously. In an abundance of caution, we are providing you with this notice and steps you can take in response to this incident.

What Happened?

On August 10, 2016, Rebecca Minkoff learned that there may have been unauthorized access to our website. We hired an outside forensic expert to determine whether the incident resulted in the unauthorized access to any personal information.

What Information Was Involved?

Your name, website username and password and payment card information may have been accessed as a result of this incident.

What We Are Doing

To help prevent something like this from happening in the future, we are taking steps to further secure our systems and enhancing our policies, procedures, and staff education regarding the safeguarding of personal information.

What You Can Do

Please review the enclosed "Information about Identity Theft Protection" on the back of this letter for steps you can take to help protect yourself against any risks that may arise from this incident.

For More Information

If you have further questions or concerns about this incident, please call 877-534-7033, Monday through Friday, 6:00AM to 6:00PM PST, Saturday and Sunday - 8:00AM to 5:00PM PST (closed on U.S. observed holidays). We sincerely regret any inconvenience or concern caused by this incident.

0123456

Sincerely,

Steven Speaks
Chief Financial Officer

Information about Identity Theft Protection

We recommend that you regularly review statements from your accounts and periodically obtain your credit report from one or more of the national credit reporting companies. You may obtain a free copy of your credit report online at www.annualcreditreport.com, by calling toll-free 1-877-322-8228, or by mailing an Annual Credit Report Request Form (available at www.annualcreditreport.com) to: Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA, 30348-5281. You may also purchase a copy of your credit report by contacting one or more of the three national credit reporting agencies listed below.

Equifax	Experian	TransUnion
P.O. Box 740241 Atlanta, GA 30374-0241 800-685-1111 www.equifax.com	P.O. Box 9532 Allen, TX 75013 888-397-3742 www.experian.com	P.O. Box 6790 Fullerton, CA 92834-6790 800-916-8800 www.transunion.com

You should remain vigilant with respect to reviewing your account statements and credit reports, and you should promptly report any suspicious activity or suspected identity theft to us and to the proper law enforcement authorities, including local law enforcement, your state's attorney general, and/or the Federal Trade Commission ("FTC"). You may contact the FTC or your state's regulatory authority to obtain additional information about avoiding and protection against identity theft: Federal Trade Commission, Consumer Response Center 600 Pennsylvania Avenue, NW, Washington, DC 20580, 1-877-IDTHEFT (438-4338), www.ftc.gov/idtheft. You may obtain information about preventing and avoiding identity theft from the Maryland Office of the Attorney General: Maryland Office of the Attorney General, Consumer Protection Division, 200 St. Paul Place, Baltimore, MD 21202, 1-888-743-0023, www.oag.state.md.us. You may also obtain information about preventing and avoiding identity theft from the North Carolina Office of the Attorney General: North Carolina Office of the Attorney General, Consumer Protection Division, 9001 Mail Service Center, Raleigh, NC 27699-9001, 1-919-716-6400, www.ncdoj.gov.

Fraud Alerts: There are two types of fraud alerts you can place on your credit report to put your creditors on notice that you may be a victim of fraud: an initial alert and an extended alert. You may ask that an initial fraud alert be placed on your credit report if you suspect you have been, or are about to be, a victim of identity theft. An initial fraud alert stays on your credit report for at least 90 days. You may have an extended alert placed on your credit report if you have already been a victim of identity theft with the appropriate documentary proof. An extended fraud alert stays on your credit report for seven years. You can place a fraud alert on your credit report by contacting any of the three national credit reporting agencies at the toll-free numbers listed below:

Equifax	Experian	TransUnion
877-478-7625	888-397-3742	800-680-7289

Credit Freezes: You may have the right to put a credit freeze, also known as a security freeze, on your credit file, so that no new credit can be opened in your name without the use of a PIN number that is issued to you when you initiate a freeze. A credit freeze is designed to prevent potential credit grantors from accessing your credit report without your consent. If you place a credit freeze, potential creditors and other third parties will not be able to get access to your credit report unless you temporarily lift the freeze. Therefore, using a credit freeze may delay your ability to obtain credit. In addition, you may incur fees to place, lift and/or remove a credit freeze. Credit freeze laws vary from state to state. The cost of placing, temporarily lifting, and removing a credit freeze also varies by state, generally $5 to $20 per action at each credit reporting company. Unlike a fraud alert, you must separately place a credit freeze on your credit file at each credit reporting company. Since the instructions for how to establish a credit freeze differ from state to state, please contact the three major credit reporting companies as specified above to find out more information.