



c/o GCG

P.O. Box 10522

Dublin, OH 43017-0196

SMP1000002



Sample Customer

123 Sample St

Apt 2

Dublin OH 43017-1234

US

November 27, 2017

Notice of Data Breach

Dear Sample Customer:

We are writing to provide you additional information about a security incident that we described in an earlier letter. As we reported to you earlier, we identified unauthorized computer code that had been added to the software that operates the checkout page at www.bulletproof.com. When we discovered the unauthorized code, we immediately removed it and continued our investigation.

What Happened: We initially reported that the code may have been capable of capturing payment card information entered during the checkout process for a period that ended in early 2017. Additional findings from our investigation in mid-October 2017 indicate that unauthorized code may have also been added to the software that operates the checkout page and was capable of capturing information entered during the checkout process from May 20, 2017 through October 13, 2017 and October 15-19, 2017. You are receiving this notice because your payment card may have been entered on the checkout page during this time period.

What Information Was Involved: The information on the checkout page that the code may have accessed includes customers' names, addresses, email addresses, payment card numbers, expiration dates, and card security codes (CVV).

What We Are Doing: We take the security of our customers' personal information very seriously, which is why we have been working with leading computer security firms and reporting to law enforcement. We are working diligently to strengthen the security of our website to prevent this type of incident from happening again.

What You Can Do: We remind you to remain vigilant to the possibility of fraud by reviewing your account statements for any unauthorized activity. You should immediately report any unauthorized charges to your financial institution because the payment card network rules generally state that cardholders are not responsible for fraudulent charges that are timely reported.

If you incurred costs that your financial institution declined to reimburse related to fraudulent charges on a payment card you used for an online transaction with Bulletproof during the relevant time period, please contact us at the number below. We will reimburse you for any such reasonable, documented costs that your financial institution declined to pay.

For More Information: We regret that this incident occurred and apologize for any inconvenience. If you have any questions, please call (844) 534-0816, Monday through Friday between the hours of 9 a.m. and 5 p.m. Eastern time.

Thank you for your support and loyalty to Bulletproof.

Sincerely,

Dave Asprey
Founder and CEO

MORE INFORMATION ON WAYS TO PROTECT YOURSELF

We recommend that you remain vigilant for incidents of fraud or identity theft by reviewing your account statements and credit reports for any unauthorized activity. You may obtain a copy of your credit report, free of charge, once every 12 months from each of the three nationwide credit reporting companies. To order your annual free credit report, please visit www.annualcreditreport.com or call toll free at 1-877-322-8228. Contact information for the three nationwide credit reporting companies is as follows:

Experian, PO Box 2002, Allen, TX 75013, www.experian.com, 1-888-397-3742
TransUnion, PO Box 2000, Chester, PA 19016, www.transunion.com, 1-800-916-8800
Equifax, PO Box 740241, Atlanta, GA 30374, www.equifax.com, 1-800-685-1111

If you believe you are the victim of identity theft or have reason to believe your personal information has been misused, you should immediately contact the Federal Trade Commission and/or the Attorney General's office in your state. You can obtain information from these sources about steps an individual can take to avoid identity theft as well as information about fraud alerts and security freezes. You should also contact your local law enforcement authorities and file a police report. Obtain a copy of the police report in case you are asked to provide copies to creditors to correct your records. Contact information for the Federal Trade Commission is as follows:

Federal Trade Commission, Consumer Response Center, 600 Pennsylvania Avenue, NW
Washington, DC 20580, 1-877-IDTHEFT (438-4338), www.ftc.gov/idtheft