



Return Mail Processing Center  
P.O. Box 6336  
Portland, OR 97228-6336

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<<Date>>

### NOTICE OF DATA BREACH

Dear <<Name 1>>:

Francesca's Services Corporation ("Francesca's") values the relationship we have with our customers and understands the importance of protecting customer information. We are writing to inform you about an incident involving one of our former third-party vendors, Annex Cloud, that previously provided a service only on our website, and which may involve some of your information. This notice explains the incident, measures that have been taken, and some steps you can take in response.

Annex Cloud provides a service used by websites that enables individuals to use their user name and password from other websites, like Facebook and Amazon, to log in to merchants' websites, including [www.francescas.com](http://www.francescas.com).

**What Happened:** Annex Cloud informed Francesca's that unauthorized code was detected and has since been removed from the code used by Annex Cloud to enable logins. In its report to Francesca's, Annex Cloud identified time periods between December 28, 2017 and July 9, 2018 when the unauthorized code was or could have been present. If present, the unauthorized code could have captured information entered during the checkout process. Through November 8, 2018, Francesca's sought additional information from Annex Cloud to determine the transactions that might be involved, and Annex Cloud supplied additional information about their analysis regarding these periods, including their belief that there are certain times inside these periods where it is not clear if the unauthorized code was present. Thus, we are notifying you because you entered information during the checkout process during a time period when it is possible the unauthorized code may have been present.

**What Information Was Involved:** The information entered during the checkout process that may have been captured by the code includes name, address, email address, Francesca's account password, payment card number, expiration date, and card security code (CVV).

**What You Can Do:** If you have a Francesca's account, for your security, we recommend that you reset your password. Please visit <https://www.francescas.com/account/passwordrecovery.do> and follow the password reset process. Also, if you use the same username and password for any other account, we recommend that you change your password there as well. We also encourage you to closely review your payment card statements for any unauthorized charges. You should immediately report any such charges to the bank that issued your card. If reported timely, payment card network rules generally provide that cardholders are not responsible for unauthorized charges. Information on additional steps you can take can be found on the page that follows this letter.

**What We Are Doing:** We regret that this incident occurred and apologize for any inconvenience. To help prevent a similar incident from occurring in the future, we have removed the Annex Cloud login feature from our website.

**For More Information:** If you have questions, please call 888-510-9591, Monday – Friday, from 8am – 8pm, Central Time.

Sincerely,

A handwritten signature in black ink, appearing to read 'E. Lautier', with a stylized flourish at the end.

Erik Lautier

Executive Vice President of Ecommerce and Chief Marketing Officer

### **ADDITIONAL STEPS YOU CAN TAKE**

We recommend that you remain vigilant for incidents of fraud or identity theft by reviewing your account statements and free 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](http://www.annualcreditreport.com) or call toll free at 1-877-322-8228. Contact information for the three nationwide credit reporting companies is as follows:

*Equifax*, PO Box 740241, Atlanta, GA 30374, [www.equifax.com](http://www.equifax.com), 1-800-685-1111

*Experian*, PO Box 2002, Allen, TX 75013, [www.experian.com](http://www.experian.com), 1-888-397-3742

*TransUnion*, PO Box 2000, Chester, PA 19016, [www.transunion.com](http://www.transunion.com), 1-800-916-8800

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, [www.ftc.gov/idtheft](http://www.ftc.gov/idtheft), 1-877-IDTHEFT (438-4338)