
From: gyft@idexpertscorp.com
Sent: Thursday, February 04, 2016 1:43 PM
To: [Name]
Subject: HTML Sample -- Important Notice from Gyft

Notice of Data Breach

Dear Gyft User,

We are writing to let you know about an incident that potentially involves your Gyft account. As described below, an unknown party may have gained unauthorized access to certain Gyft user information. We are taking this incident very seriously. As soon as Gyft learned about the exposure, we began investigating how this user information was accessed and what risks this potentially posed to Gyft customers. Fortunately, we have not discovered evidence that anyone used the information potentially compromised in this incident to access Gyft accounts. Moreover, our records show that you did not have any gift cards in your Gyft account during the relevant period that could have been accessed or used by the unauthorized party.

Nonetheless, please carefully read this notice.

What Happened?

Beginning on October 3 and continuing through December 18, 2015, an unknown party accessed without authorization two cloud providers used by Gyft. This unknown party was able to view or download certain Gyft user information stored with these cloud providers and make a file containing some of that user information.

What Information Was Involved?

The information potentially accessed from the cloud providers may have included your name, address, date of birth, phone number, and email addresses. In addition, if you attempted to use Gyft between March 19 and December 4, 2015, your Gyft log-in credentials may have been compromised. An unauthorized party who acquired your credentials could have accessed your Gyft account. As noted above, however, you had no gift cards in your Gyft account during the relevant period that could have been accessed or used by the unauthorized party. Additionally, no credit cards stored through Gyft were compromised because full credit card numbers are not visible in Gyft accounts and any credit card purchases require the three- or four -digit security code on the back or front of your credit card, which was not part of the information that may have been compromised.

What Are We Doing?

Shortly after discovering this issue, Gyft acted to prevent unauthorized access by forcing users whose passwords were potentially compromised to reset their passwords and logging out other affected users. Affected users who have not already done so will be forced to choose a new password the next time they log in. We are also continuing to investigate the incident and will take all appropriate steps to protect Gyft customers.

For the latest information on this incident go to: www.myidcare.com/gyft.

What You Can Do

We recommend that you change your password for any online account where you use the same password that you used for Gyft between March 19 and December 4, 2015.

You may also contact us in writing at 150 W Evelyn Ave, Suite 300, Mountain View, CA 94041, or you can call us at **866-287-0504**.

On behalf of Gyft, we regret any inconvenience this may cause you.

Sincerely,
CJ MacDonald
Chief Operating Officer, Gyft

Questions? Please do not reply to this email. Visit www.myidcare.com/gyft or call us at 866-287-0504.

If you would prefer not to receive further messages from this sender, please [Click Here](#) and confirm your request.

