

WARBY PARKER

Processing Center • P.O. BOX 141578 • Austin, TX 78714



JOHN Q. SAMPLE
1234 MAIN STREET
ANYTOWN US 12345-6789

December 21, 2018

RE: NOTICE OF DATA BREACH

Dear John,

We are writing to tell you about a recent incident involving your Warby Parker online account. We've learned that unauthorized parties obtained usernames and passwords from other companies' security breaches, and tried to use those usernames and passwords to log in to some Warby Parker accounts. We want you to know what happened, as well as the steps we are taking to protect your personal information.

WHAT HAPPENED?

Our team noticed unusual efforts to log in to Warby Parker customer accounts. We began to investigate immediately, and so far we've determined that unauthorized parties may have obtained your username and password elsewhere—most likely through security breaches at other companies—and may have used this information to attempt to log in to your Warby Parker account. Login attempts were made to a limited number of Warby Parker accounts from late September to late November 2018.

We're notifying all customers whose accounts may have been accessed. We don't know for sure that yours was, but we would rather be safe than sorry.

WHAT ARE WE DOING?

Our security team took immediate steps to remediate this event, and is working to try to prevent this kind of event from occurring in the future. We engaged third-party cybersecurity experts to help, and we continue to monitor our site traffic closely. We have also reported this matter to law enforcement and are actively cooperating with them.

We have required all potentially affected customers to reset their passwords. If you've logged in recently, you were required to reset your password. If you haven't logged in recently, you'll be required to reset your password next time you do.

WHAT INFORMATION WAS INVOLVED?

The information involved depends on what you had in your Warby Parker account. Information that these unauthorized persons may have been able to access includes:

- your first and last name
- email address (at Warby Parker, that's also your username)
- any prescription information you had stored
- the last four digits of your payment card number, if you made a purchase with us in the past and stored the card number (note that your full payment card information was not viewed and could not have been obtained to use elsewhere)



If you had a payment card stored on your account, the unauthorized users may have been able to place an order on your warbyparker.com account.

WHAT YOU CAN DO

- Log in to your account at www.warbyparker.com to review your order history carefully. Please let us know right away if you see any activity you don't recognize.
- Reset your password upon your next login if you haven't already done so.
- If you've used the same username and password elsewhere, we strongly recommend that you change your password there, as well. Make it different from your Warby Parker login information.
- Create strong passwords, not just for your Warby Parker account. Use a combination of uppercase and lowercase letters, numbers, and other characters. And you shouldn't use the same password across multiple websites.

FOR MORE INFORMATION

If you would like to take additional steps to protect your personal information, attached to this letter are helpful tips on how to do so.

We take our responsibility to protect your information extremely seriously, and we are very sorry for any inconvenience that this has caused you. If you have any questions, please email us at privacyhelp@warbyparker.com or give us a call at 888.330.9553. We're here to help.

Sincerely,

The Warby Parker team

Keeping Your Information Safe

At Warby Parker, we take your security seriously and encourage you to do the same. The resources below can help.

Credit Reports and Identity Theft Resources

- **Order Your Free Credit Report.** To obtain an annual free copy of your credit reports, visit annualcreditreport.com, call toll-free at 1-877-322-8228, or contact the major credit reporting agencies. Their contact information is as follows:

Equifax:

equifax.com

[https://www.equifax.com/
personal/credit-report-services](https://www.equifax.com/personal/credit-report-services)

P.O. Box 105788

Atlanta, GA 30348

1-800-525-6285

Experian:

experian.com

experian.com/freeze

P.O. Box 9554

Allen, TX 75013

1-888-397-3742

TransUnion:

transunion.com

transunion.com/freeze

P.O. Box 2000

Chester, PA 19016

1-888-909-8872

- You may place a fraud alert on your file by contacting one of these credit reporting agencies. A fraud alert tells creditors to follow certain procedures, including contacting you before they open any new accounts or change your existing accounts. Placing a fraud alert can protect you, but also may cause a delay when you seek to open a new account.
- You have the ability to place a security freeze on your file as well. A security freeze prevents credit, loans, and certain services from being approved in your name without your consent. Like a fraud alert, it also may delay your ability to obtain credit. To place a security freeze, you must contact each of the three credit bureaus listed above. You may be required to provide your full name; SSN; date of birth; the addresses where you have lived over the past 5 years; proof of current address, such as a utility bill or telephone bill; a copy of a government-issued identification card; and, if you are the victim of identity theft, any police report, investigative report, or complaint to a law enforcement agency.
- If you suspect identity theft, you can file a report to your local police department or other law enforcement agency, the U.S. Federal Trade Commission (FTC), or your state Attorney General.
- **For Colorado, Georgia, Maine, Maryland, Massachusetts, New Jersey, Puerto Rico, and Vermont residents:** You may obtain one or more (depending on the state) additional copies of your credit report, free of charge. You must contact each of the credit bureaus directly to obtain such additional report(s).

For Massachusetts and Rhode Island residents: You have the right to file a police report regarding any privacy incident in which you were involved, and to obtain a copy of the report.

Helpful Contacts

- You can learn more by contacting the FTC or your state's Attorney General to obtain information including about how to avoid identity theft, place a fraud alert, and place a security freeze on your credit report.

Federal Trade Commission, Consumer Response Center 600 Pennsylvania Avenue, NW,
Washington, DC 20580, 1-877-IDTHEFT (438-5338), www.ftc.gov/idtheft



- **Maryland, North Carolina and Rhode Island** residents may also contact these agencies for information on preventing and avoiding identity theft:
 - **For Maryland residents:** Maryland Office of the Attorney General, 200 St. Paul Place, Baltimore, MD 21202, <http://www.marylandattorneygeneral.gov/>, 1-888-743-0023.
 - **For North Carolina residents:** North Carolina Office of the Attorney General, Mail Service Center 9001, Raleigh, NC 27699-9001, <http://www.ncdoj.gov/>, 1-877-566-7226.
 - **For Rhode Island residents:** Rhode Island Office of the Attorney General, 150 South Main Street, Providence, RI 02903, <http://www.riag.ri.gov>, 401-274-4400.

Federal Fair Credit Reporting Act Rights. The Fair Credit Reporting Act (FCRA) is federal legislation that regulates how consumer reporting agencies use your information. As a consumer, you have certain rights under the FCRA, which the FTC has summarized as follows: you must be told if information in your file has been used against you; you have the right to know what is in your file; you have the right to ask for a credit score; you have the right to dispute incomplete or inaccurate information; consumer reporting agencies must correct or delete inaccurate, incomplete, or unverifiable information; consumer reporting agencies may not report outdated negative information; access to your file is limited; you must give your consent for reports to be provided to employers; you may limit “prescreened” offers of credit and insurance you receive based on information in your credit report; and you may seek damages from FCRA violators. Identity theft victims and active duty military personnel have additional rights. For more information about these rights, you may go to www.ftc.gov/credit or write to: Consumer Response Center, Room 13-A, Federal Trade Commission, 600 Pennsylvania Ave. N.W., Washington, D.C. 20580.

If you have any questions about the security of your Warby Parker account, please email us at privacyhelp@warbyparker.com.