

NOTICE OF DATA BREACH

December 29, 2017

To Whomever It May Concern:

We recently learned that a section of our online store at www.liveglam.com was subject to an online attack, and as a result, certain customer information may have been accessed by unauthorized parties. LiveGlam deeply regrets that this happened and we recommend that you closely review the information in this letter.

- | | |
|---------------------------------------|---|
| What Happened: | On December 11, 2017, we confirmed that an unauthorized individual may have gained access to a section of our online store at www.liveglam.com that processes customer orders. Upon learning of this incident, we immediately took steps to block further unauthorized access and began an investigation to determine what happened and the scope of the incident. We engaged a forensic security firm to assist in our investigation. Also, we contacted law enforcement to investigate this matter. |
| What Information Was Involved: | Our investigation has determined that some of your information was stored on systems potentially accessed by the unauthorized individual. That information includes credit card numbers, and associated CVV codes. The other customer data involved may include information that you shared with us when making a purchase such as your name, mailing address, email address, and/or telephone number. |
| What We Are Doing: | We wanted to let you know this occurred, and to assure you we take it very seriously and have taken definitive action to prevent against this type of breach from recurring. Because your credit card information may have been compromised, the major payment card brands have been notified of the issue so they can monitor you payment card account for fraudulent purchases. To assist you, we are also offering twelve (12) months of identity theft prevention services at no cost to you. See details below. |
| What You Can Do: | We recommend that you guard against identity theft by vigilantly monitoring account statements and free credit reports available through the major credit bureaus listed below. We also urge you to report any suspected incidents of identity theft to local law enforcement or to your state Attorney General's office. |
| For More Information: | For more resources on how to protect yourself against identity theft or for any other assistance related to this incident, please contact us at support@liveglam.com |

We want to assure you that LiveGlam is committed to protecting the privacy of its current and former customers. Again, we sincerely apologize for the potential exposure of your information.

Sincerely,

LiveGlam, Inc.

Complimentary Credit Monitoring Service

As a safeguard, we have arranged for you to enroll, at no cost to you, in an online credit monitoring service (myTrueIdentity) for one year provided by TransUnion Interactive, a subsidiary of TransUnion®, one of the three nationwide credit reporting companies.

To enroll in this service, go to the myTrueIdentity website at www.mytrueidentity.com and in the space referenced as “Enter Activation Code”, enter the following 12-letter Activation Code <<Insert Unique 12-letter Activation Code>> and follow the three steps to receive your credit monitoring service online.

If you do not have access to the Internet and wish to enroll in a similar offline, paper based, credit monitoring service, via U.S. Mail delivery, please call the TransUnion Fraud Response Services toll-free hotline at 1-855-288-5422 and follow the steps to enroll in the offline credit monitoring service, add an initial fraud alert to your credit file, or to speak to a TransUnion representative if you believe you may be a victim of identity theft.

You can sign up for the online or offline credit monitoring service anytime between now and March 1, 2018. Due to privacy laws, we cannot register you directly. Credit monitoring services might not be available for individuals who do not have a credit file with TransUnion, or an address in the U.S. (or its territories) and a valid Social Security number. Enrolling in this service will not affect your credit score.

Once you are enrolled, you will be able to obtain one year of unlimited access to your TransUnion credit report and credit score. The daily credit monitoring service will notify you if there are any critical changes to your credit file at TransUnion, including fraud alerts, new inquiries, new accounts, new public records, late payments, change of address and more. The service also includes access to an identity restoration program that provides assistance in the event that your identity is compromised to help you restore your identity and up to \$1,000,000 in identity theft insurance with no deductible. (Policy limitations and exclusions may apply.)

MORE INFORMATION ON WAYS TO PROTECT YOURSELF

You can learn more about how to protect yourself against identity theft by contacting the Federal Trade Commission (FTC) toll-free at (877) ID-THEFT (43-84338), by mail at 600 Pennsylvania Avenue NW Washington, D.C. 20580, or through their website at <https://www.identitytheft.gov>. You can also contact your state Attorney General’s office or one of the three major credit bureaus listed here:

Equifax	Experian	TransUnion
P.O. Box 740256	P.O. Box 9554	P.O. Box 2000
Atlanta, GA 30374	Allen, TX 75013	Chester, PA 19022
www.equifax.com	www.experian.com	www.transunion.com
Toll free: (800) 525-6285	Toll free: (888) 397-3742	Toll free: (800) 680-7289

At your request, the credit bureaus can place a fraud alert on your credit file. A fraud alert lets creditors know to contact you before opening any new accounts or changing your existing accounts. If you contact one credit bureau, it is required to notify the other two, which will also place an alert on their versions of your credit report.