



BEAUTY PLUS TRADING CO., INC.  
210 W. Commercial Ave., Moonachie, NJ 07074  
www.janetcollection.com

E-MAIL: marketing@janetcollection.com  
TEL: 1.201.964.0050 / FAX: 1.201.964.0009

## Notice of Data Security Incident (SAMPLE)

*Delivered electronically via email*

Dear <<Customer Name>>,

We are writing to inform you about a data security incident that may have exposed some of your personal information and information about your company. We at Beauty Plus Trading Co., Inc. (“Beauty Plus”, “we”, or “us”) take the protection and proper use of your information very seriously. For this reason, we are contacting you to explain the circumstances of the incident.

### **What happened?**

On May 16, 2022, Beauty Plus discovered a data security incident involving an unauthorized access to certain information on one of our servers. This server contained unencrypted information collected from our customers. The discovery included an email from the malicious actor asserting that it had accessed Beauty Plus without authorization. The email did not seek any ransom or make any other demands for the unauthorized access. It also did not claim any information was taken during the incident. Beauty Plus immediately commissioned forensic companies to perform an investigation. The forensic companies reviewed access logs and other system data, and installed security software to detect any additional attempts to access Beauty Plus systems improperly. Based on the investigations, Beauty Plus discovered that the malicious actor accessed Beauty Plus’s server remotely on May 14, 2022 and May 15, 2022. Beauty Plus further discovered the malicious actor had deleted files relating to customer accounts.

### **What information was involved?**

Customer Information contained in the server that the malicious actor accessed and the files deleted included, but may not have been limited to, name, address, telephone number, social security number, driver’s license number, bank account number, credit or debit card number, business license number, and signature as they may have been provided in connection with our customer account application process.



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## What we are doing?

We are following the recommendations of cyber security experts to further secure and harden our electronic records security. For example, we have required a change of password on all internal accounts and increased the level of security on user accounts by setting differentiated user access privileges depending on the type of employee accessing the server. The security software that the forensic experts installed did not identify any additional attempts to attack Beauty Plus's systems after the May 14-15 intrusion.

Nonetheless, we recommend that all our customers remain vigilant in monitoring their accounts and all financial activity, as well as their credit bureau information, over the next 12 to 24 months. In the event you experience any incident of suspected identity theft, please immediately report that to the legal authorities.

## What can you do?

Please review the enclosed "Additional Resources" section included with this letter. This section describes additional steps you can take to help protect yourself, including recommendations by the Federal Trade Commission regarding identity theft protection and details on how to place a fraud alert or a security freeze on your credit file.

## For more information.

If you have questions, please contact:

Atten: Young Hwang , Executive Vice President  
210 W. Commercial Ave.  
Moonachie, NJ 07643  
Phone: 201-964-1111

Protecting your information is important to us. We are diligently working to ensure the safety and security of all data.

Sincerely,

Young Hwang  
Executive Vice President  
Beauty Plus Trading Co. Inc.



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## ADDITIONAL RESOURCES

### Contact information for the three nationwide credit reporting agencies:

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

**Experian**, PO Box 2104, 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), 1-800-888-4213

**Free Credit Report.** It is recommended that you remain vigilant by reviewing account statements and monitoring your credit report for unauthorized activity, especially activity that may indicate fraud and identity theft. You may obtain a copy of your credit report, free of charge, once every 12 months from each of the three nationwide credit reporting agencies.

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**.

You can also order your annual free credit report by mailing a completed Annual Credit Report Request Form (available from the U.S. Federal Trade Commission's ("FTC") website at [www.consumer.ftc.gov](http://www.consumer.ftc.gov)) to:

Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348-5281.

**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 reporting agencies directly to obtain such additional report(s).

**Fraud Alerts.** There are two types of fraud alerts you can place on your credit report to put your creditors on notice that you may be a victim of fraud—an initial alert and an extended alert. You may ask that an initial fraud alert be placed on your credit report if you suspect you have been, or are about to be, a victim of identity theft. An initial fraud alert stays on your credit report for at least one year. You may have an extended alert placed on your credit report if you have already been a victim of identity theft and you have the appropriate documentary proof. An extended fraud alert stays on your credit report for seven years. You can place a fraud alert on your credit report by contacting any of the three national credit reporting agencies.

**Security Freeze.** You have the ability to place a security freeze, also known as a credit freeze, on your credit report free of charge.



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A security freeze is intended to prevent credit, loans and services from being approved in your name without your consent. To place a security freeze on your credit report, you may use an online process, an automated telephone line, or submit a written request to any of the three credit reporting agencies listed above. The following information must be included when requesting a security freeze (note that, if you are requesting a credit report for your spouse, this information must be provided for him/her as well): (1) full name, with middle initial and any suffixes; (2) Social Security number; (3) date of birth; (4) current address and any previous addresses for the past 5 years; and (5) any applicable incident report or complaint with a law enforcement agency or the Registry of Motor Vehicles. The request must also include a copy of a government-issued identification card and a copy of a recent utility bill or bank or insurance statement. It is essential that each copy be legible, and display your name, current mailing address, and the date of issue.

**Federal Trade Commission and State Attorneys General Offices.** 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 home state. You may also contact these agencies for information on how to prevent or minimize the risks of identity theft.

You may contact the **Federal Trade Commission**, Consumer Response Center, 600 Pennsylvania Avenue, NW, Washington, DC 20580, [www.ftc.gov/bcp/edu/microsites/idtheft/](http://www.ftc.gov/bcp/edu/microsites/idtheft/), 1-877-IDTHEFT (438-4338).

**For District of Columbia residents:** You may contact the District of Columbia Office of the Attorney General, Office of Consumer Protection, 400 6<sup>th</sup> St., NW, Washington, DC 20001 1-202-727-3400; <https://oag.dc.gov/consumer-protection>.

**For Maryland residents:** You may contact the Maryland Office of the Attorney General, Consumer Protection Division, 200 St. Paul Place, Baltimore, MD 21202, [www.oag.state.md.us](http://www.oag.state.md.us), 1-888-743-0023.

**For North Carolina residents:** You may contact the North Carolina Office of the Attorney General, Consumer Protection Division, 9001 Mail Service Center, Raleigh, NC 27699-9001, [www.ncdoj.gov](http://www.ncdoj.gov), 1-877-566-7226.

**For New York residents:** The Attorney General may be contacted at: Office of the Attorney General, The Capitol, Albany, NY 12224-0341; 1-800-771-7755; <https://ag.ny.gov/>.



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**For Connecticut residents:** You may contact the Connecticut Office of the Attorney General, 165 Capitol Avenue, Hartford, CT 06106, 1-860-808-5318, [www.ct.gov/ag](http://www.ct.gov/ag).

**For Massachusetts residents:** You may contact the Office of the Massachusetts Attorney General, 1 Ashburton Place, Boston, MA 02108, 1-617-727-8400, [www.mass.gov/ago/contact-us.html](http://www.mass.gov/ago/contact-us.html)

**For Rhode Island residents:** You may contact the Office of the Rhode Island Attorney General, 150 South Main Street, Providence, RI 02903; 1-401-274-4400; <https://riag.ri.gov/>.

#### **Reporting of identity theft and obtaining a police report.**

**For Iowa residents:** You are advised to report any suspected identity theft to law enforcement or to the Iowa Attorney General.

**For Massachusetts residents:** You have the right to obtain a police report if you are a victim of identity theft.

**For Oregon residents:** You are advised to report any suspected identity theft to law enforcement, the Federal Trade Commission, and the Oregon Attorney General.

**For Rhode Island residents:** You have the right to file or obtain a police report if you are a victim of identity theft.