



150 N. Riverside Plaza, Suite 3000, Chicago, IL 60606 • (312) 819-1900

December 17, 2020

Bruce A. Radke  
312-463-6211  
312-819-1910 Direct Fax  
bradke@polsinelli.com

**VIA E-MAIL (ATTORNEYGENERAL@DOJ.NH.GOV)**

The Honorable Gordon MacDonald  
Attorney General of the State of New Hampshire  
Office of the Attorney General  
33 Capitol Street  
Concord, New Hampshire 03301

***Re: Notification of a Data Security Incident***

Dear Attorney General MacDonald:

We represent Altern Marketing, LLC (“Altern”), and its separately incorporated subsidiaries:

- DSMB Partners, LLC dba ActivatedYou
- Beverly Hills MD, LLC dba Beverly Hills MD
- City Beauty, LLC dba City Beauty
- California Skin Products, LLC dba DermalMedix
- California Pet Partners, LLC dba Dr. Marty
- Agoura Health Products, LLC dba Gundry MD
- Living Cell Research, LLC dba LCR Health
- Pacific Health Supplements, LLC dba Nucific
- One Two Cosmetics, LLC dba One Two Cosmetics
- THGH Partners, LLC dba Power Life
- Cali Pet Nutrients LLC dba Ultimate Pet Nutrition

(collectively, the “Subsidiaries”) in connection with an incident that involved the personal information of a limited number of New Hampshire residents. We are submitting this notice on behalf of the Subsidiaries pursuant to N.H. REV. STAT. ANN. § 359-C:20. Although notice is being submitted on behalf of the Subsidiaries in one document, this document represents separate notice filed on behalf of each subsidiary. This notice will be supplemented, if necessary, with any new significant facts discovered subsequent to this submission. While the Subsidiaries are notifying you of this incident, the Subsidiaries do not waive any rights or defenses relating to the incident or this notice, or the applicability of New Hampshire on personal jurisdiction.

[polsinelli.com](http://polsinelli.com)

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Atlanta Boston Chicago Dallas Denver Houston Kansas City Los Angeles Nashville New York Phoenix  
St. Louis San Francisco Seattle Washington, D.C. Wilmington  
Polsinelli PC, Polsinelli LLP in California

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The Honorable Gordon MacDonald  
Office of the Attorney General  
December 17, 2020  
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### **NATURE OF THE SECURITY BREACH OR UNAUTHORIZED USE OR ACCESS**

Altern on behalf the Subsidiary contracts with 1ShoppingCart.com (“1ShoppingCart”) to process payments made through each of the Subsidiaries’ websites. On October 30, 2020, 1ShoppingCart notified Altern that an unauthorized third party accessed 1ShoppingCart’s systems and may have collected information regarding transactions placed on the Subsidiaries’ websites between August 6, 2020 and August 22, 2020.

Upon learning of the incident, Altern, on behalf of the Subsidiaries, promptly requested that 1ShoppingCart provide it with additional information about the incident, as well as a list of individuals who may have been impacted. The Subsidiaries have been working with 1ShoppingCart to obtain additional information about the nature of the event in order to determine the impact to individuals’ personal information. On October 30, 2020, the Subsidiaries confirmed that, based on 1ShoppingCart’s forensic investigation, an unknown person who gained access to its systems could have accessed the name, address, phone number, email address, and payment card information, such as credit/debit card number, CVV code, and expiration date of New Hampshire residents.

### **NUMBER OF NEW HAMPSHIRE RESIDENTS AFFECTED**

For each of the subsidiaries, the incident may have impacted the following number of New Hampshire residents:

- ActivatedYou (1)
- Beverly Hills MD (6)
- City Beauty (21)
- DermalMedix (2)
- Dr. Marty (8)
- Gundry MD (14)
- LCR Health (1)
- Nucific (1)
- One Two Cosmetics (1)
- Power Life (2)
- Ultimate Pet Nutrition (2).

The Subsidiaries are mailing the notification letters to the impacted individuals starting on December 15, 2020. The notification includes information about the incident, the impacted information, the ways impacted individuals can protect themselves against potential fraud and identity theft, as well as a telephone number they can call if they have any questions regarding the



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incident. Enclosed is a sample of the notice that is being sent to the impacted residents via first-class United States mail.

**STEPS TAKEN RELATING TO THE INCIDENT**

Upon learning of the incident, the Altern, on behalf of the Subsidiaries promptly requested that 1ShoppingCart provide it with additional information about the incident, as well as a list of individuals who may have been impacted. Altern on behalf of the Subsidiaries, has been working with 1ShoppingCart to obtain additional information about the nature of the event in order to determine the impact to individuals' personal information. Additionally, Altern, on behalf of the Subsidiaries, has requested information about steps that 1ShoppingCart has taken to ensure this type of incident does not occur in the future. Finally, Altern, on behalf of the Subsidiaries, is working with the PCI Council.

**CONTACT INFORMATION**

Please do not hesitate to contact me if you have any questions or if I can provide you with any further information concerning this matter.

Very truly yours,

A handwritten signature in black ink that reads "Bruce A. Radke".

Bruce A. Radke

Enclosure



<<Date>> (Format: Month Day, Year)

<<first\_name>> <<middle\_name>> <<last\_name>> <<suffix>>  
<<address\_1>>  
<<address\_2>>  
<<city>>, <<state\_province>> <<postal\_code>>  
<<country >>

Dear <<first\_name>> <<middle\_name>> <<last\_name>> <<suffix>>,

NOTICE OF A DATA BREACH	
<b>What Happened?</b>	We are writing to advise you of a recent data security incident involving a company called 1ShoppingCart.com ("1ShoppingCart"). ActivatedYou contracts with 1ShoppingCart to process payments made through our website. On October 30, 2020, we learned from 1ShoppingCart that an unauthorized third party accessed 1ShoppingCart's systems and collected information regarding transactions placed on ActivatedYou's website from August 6, 2020 to August 22, 2020.
<b>What Information Was Involved?</b>	Based on 1ShoppingCart's forensic investigation, the person who gained access to its systems could have accessed your name, address, phone number, email address, and payment card information, such as credit/debit card number, CVV code, and expiration date. The incident did not involve your Social Security number.
<b>What We Are Doing</b>	Upon learning of the incident, ActivatedYou promptly requested that 1ShoppingCart provide us with additional information about the incident, as well as a list of individuals who may have been impacted. We have been working with 1ShoppingCart to obtain additional information about the nature of the event in order to determine the impact to your personal information. On October 30, 2020, we confirmed that some of your personal information may have been affected by the incident. <b>We are not aware of any instances of fraud or identity theft arising out of the incident.</b> Nonetheless, out of an abundance of caution, we wanted to provide you with notice about the incident.
<b>What You Can Do?</b>	As a precautionary measure, we also recommend that you remain vigilant to protect against potential fraud by, among other things, reviewing your account statements and credit reports closely. If you detect any suspicious activity, you should promptly notify the financial institution or company with which the account is maintained.
<b>Other Important Information</b>	<p>You may wish to review the tips provided by the FTC on fraud alerts, security/credit freezes and steps you can take to avoid identity theft. For more information and to contact the FTC, please visit <a href="http://www.ftc.gov/idtheft">www.ftc.gov/idtheft</a> or call 1-877-ID-THEFT (1-877-438-4338). You may also contact the FTC at Federal Trade Commission, 600 Pennsylvania Avenue, NW, Washington, DC 20580.</p> <p><b>Credit Reports:</b> You may obtain a free copy of your credit report once every 12 months from each of the three national credit reporting agencies by visiting <a href="http://www.annualcreditreport.com">www.annualcreditreport.com</a>, by calling toll-free 1-877-322-8228, or by completing an Annual Credit Report Request Form and mailing it to Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348. You can print a copy of the request form at <a href="https://www.annualcreditreport.com/manualRequestForm.action">https://www.annualcreditreport.com/manualRequestForm.action</a>.</p> <p>Alternatively, you may elect to purchase a copy of your credit report by contacting one of the three national credit reporting agencies. Contact information for the three national credit reporting agencies for the purpose of requesting a copy of your credit report or for general inquiries is as follows:</p>

Equifax  
1-866-349-5191  
www.equifax.com  
P.O. Box 740241  
Atlanta, GA 30374

Experian  
1-888-397-3742  
www.experian.com  
P.O. Box 2002  
Allen, TX 75013

TransUnion  
1-800-888-4213  
www.transunion.com  
P.O. Box 2000  
Chester, PA 19016

**Fraud Alerts:** You may want to consider placing a fraud alert on your credit report. A fraud alert is free and will stay on your credit report for one (1) year. The alert informs creditors of possible fraudulent activity within your report and requests that the creditor contact you prior to establishing any new accounts in your name. To place a fraud alert on your credit report, contact any of the three national credit reporting agencies using the contact information listed above. Additional information is available at [www.annualcreditreport.com](http://www.annualcreditreport.com).

**Credit and Security Freezes:** You may have the right to place a credit freeze, also known as a security freeze, on your credit file, so that no new credit can be opened in your name without the use of a PIN number that is issued to you when you initiate the freeze. A credit freeze is designed to prevent potential credit grantors from accessing your credit report without your consent. If you place a credit freeze, potential creditors and other third parties will not be able to get access to your credit report unless you temporarily lift the freeze. Therefore, using a credit freeze may delay your ability to obtain credit. Unlike a fraud alert, you must separately place a credit freeze on your credit file at each credit reporting company. Since the instructions for how to establish a credit freeze differ from state to state, please contact the three major credit reporting agencies as specified below to find out more information:

Equifax  
1-800-349-9960  
www.equifax.com  
P.O. Box 105788  
Atlanta, GA 30348

Experian  
1-888-397-3742  
www.experian.com  
P.O. Box 9554  
Allen, TX 75013

TransUnion  
1-888-909-8872  
www.transunion.com  
P.O. Box 160  
Woodlyn, PA 19094

If you do not have internet access but would like to learn more about how to place a security freeze on your credit report, contact the California Attorney General's Office at (916) 445-9555.

Individuals interacting with credit reporting agencies have rights under the Fair Credit Reporting Act. We encourage you to review your rights under the Fair Credit Reporting Act by visiting [https://files.consumerfinance.gov/f/documents/bcfc\\_consumer-rights-summary\\_2018-09.pdf](https://files.consumerfinance.gov/f/documents/bcfc_consumer-rights-summary_2018-09.pdf), or by requesting information in writing from the Consumer Financial Protection Bureau, 1700 G Street N.W., Washington, DC 20552.

**Iowa Residents:** Iowa residents can contact the Office of the Attorney general to obtain information about steps to take to avoid identity theft from the Iowa Attorney General's office at: Office of the Attorney General of Iowa, Hoover State Office Building, 1305 E. Walnut Street, Des Moines IA 50319, 515-281-5164.

**Maryland Residents:** Maryland residents can contact the Office of the Attorney General to obtain information about steps you can take to avoid identity theft from the Maryland Attorney General's office at: Office of the Attorney General, 200 St. Paul Place, Baltimore, MD 21202, (888) 743-0023, <http://www.marylandattorneygeneral.gov/>.

**Massachusetts Residents:** Under Massachusetts law, you have the right to obtain any police report filed in regard to this incident. If you are the victim of identity theft, you also have the right to file a police report and obtain a copy of it. Massachusetts law also allows consumers to place a security freeze on their credit reports. A security freeze can be placed without any charge. A security freeze prohibits a credit reporting agency from releasing any information from a consumer's credit report without written authorization. However, please be aware that placing a security freeze on your credit report may delay, interfere with, or prevent the timely approval of any requests you make for new loans, credit mortgages, employment, housing or other services.

**Other Important Information**

<p><b>Other Important Information</b></p>	<p><b><u>New York State Residents:</u></b> New York residents can obtain information about preventing identity theft from the New York Attorney General's Office at: Office of the Attorney General for the State of New York, Bureau of Consumer Frauds &amp; Protection, The Capitol, Albany, New York 12224-0341; <a href="https://ag.ny.gov/consumer-frauds/identity-theft">https://ag.ny.gov/consumer-frauds/identity-theft</a>; (800) 771-7755.</p> <p><b><u>North Carolina Residents:</u></b> North Carolina residents can obtain information about preventing identity theft from the North Carolina Attorney General's Office at: North Carolina Attorney General's Office, Consumer Protection Division, 9001 Mail Service Center, Raleigh, NC 27699-9001; 877-5-NO-SCAM (Toll-free within North Carolina); 919-716-6000; <a href="http://www.ncdoj.gov">www.ncdoj.gov</a>.</p> <p><b><u>Rhode Island Residents:</u></b> We believe that this incident affected four (4) Rhode Island residents. Rhode Island residents can contact the Office of the Attorney general at: Rhode Island Office of the Attorney General, 150 South Main Street, Providence, RI 02903, (401) 274-4400, <a href="http://www.riag.ri.gov">www.riag.ri.gov</a>. You have the right to obtain any police report filed in regard to this incident. If you are the victim of identity theft, you also have the right to file a police report and obtain a copy of it.</p> <p><b><u>Vermont Residents:</u></b> If you do not have internet access but would like to learn more about how to place a security freeze on your credit report, contact the Vermont Attorney General's Office at 802-656-3183 (800-649-2424 toll free in Vermont only).</p> <p><b><u>Washington, DC Residents:</u></b> Washington, DC residents can obtain information about steps to take to avoid identity theft from the Office of the Attorney General for the District of Columbia at: 441 4th Street, NW, Washington, DC 20001; 202-727-3400; <a href="http://www.oag.dc.gov">www.oag.dc.gov</a>.</p> <p>This notification was not delayed by law enforcement.</p>
<p><b>For More Information</b></p>	<p>For further assistance, please call 1-833-971-3278 8:00 am to 5:30 pm Central Time, Monday – Friday excluding major US holidays.</p>

We value the trust you place in us and take our responsibility to safeguard your personal information seriously. We apologize for any inconvenience or concern this incident might cause.

Sincerely,

The ActivatedYou Team



<<Date>> (Format: Month Day, Year)

<<first\_name>> <<middle\_name>> <<last\_name>> <<suffix>>  
 <<address\_1>>  
 <<address\_2>>  
 <<city>>, <<state\_province>> <<postal\_code>>  
 <<country >>

Dear <<first\_name>> <<middle\_name>> <<last\_name>> <<suffix>>,

NOTICE OF A DATA BREACH	
<b>What Happened?</b>	We are writing to advise you of a recent data security incident involving a company called 1ShoppingCart.com (“1ShoppingCart”). Beverly Hills MD contracts with 1ShoppingCart to process payments made through our website. On October 30, 2020, we learned from 1ShoppingCart that an unauthorized third party accessed 1ShoppingCart’s systems and collected information regarding transactions placed on Beverly Hills MD’s website from August 6, 2020 to August 22, 2020.
<b>What Information Was Involved?</b>	Based on 1ShoppingCart’s forensic investigation, the person who gained access to its systems could have accessed your name, address, phone number, email address, and payment card information, such as credit/debit card number, CVV code, and expiration date. The incident did not involve your Social Security number.
<b>What We Are Doing</b>	Upon learning of the incident, Beverly Hills MD promptly requested that 1ShoppingCart provide us with additional information about the incident, as well as a list of individuals who may have been impacted. We have been working with 1ShoppingCart to obtain additional information about the nature of the event in order to determine the impact to your personal information. On October 30, 2020, we confirmed that some of your personal information may have been affected by the incident. <b>We are not aware of any instances of fraud or identity theft arising out of the incident.</b> Nonetheless, out of an abundance of caution, we wanted to provide you with notice about the incident.
<b>What You Can Do?</b>	As a precautionary measure, we also recommend that you remain vigilant to protect against potential fraud by, among other things, reviewing your account statements and credit reports closely. If you detect any suspicious activity, you should promptly notify the financial institution or company with which the account is maintained.
<b>Other Important Information</b>	<p>You may wish to review the tips provided by the FTC on fraud alerts, security/credit freezes and steps you can take to avoid identity theft. For more information and to contact the FTC, please visit <a href="http://www.ftc.gov/idtheft">www.ftc.gov/idtheft</a> or call 1-877-ID-THEFT (1-877-438-4338). You may also contact the FTC at Federal Trade Commission, 600 Pennsylvania Avenue, NW, Washington, DC 20580.</p> <p><b>Credit Reports:</b> You may obtain a free copy of your credit report once every 12 months from each of the three national credit reporting agencies by visiting <a href="http://www.annualcreditreport.com">www.annualcreditreport.com</a>, by calling toll-free 1-877-322-8228, or by completing an Annual Credit Report Request Form and mailing it to Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348. You can print a copy of the request form at <a href="https://www.annualcreditreport.com/manualRequestForm.action">https://www.annualcreditreport.com/manualRequestForm.action</a>.</p> <p>Alternatively, you may elect to purchase a copy of your credit report by contacting one of the three national credit reporting agencies. Contact information for the three national credit reporting agencies for the purpose of requesting a copy of your credit report or for general inquiries is as follows:</p>

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Sincerely,

The Beverly Hills MD Team



<<Date>> (Format: Month Day, Year)

<<first\_name>> <<middle\_name>> <<last\_name>> <<suffix>>  
<<address\_1>>  
<<address\_2>>  
<<city>>, <<state\_province>> <<postal\_code>>  
<<country >>

Dear <<first\_name>> <<middle\_name>> <<last\_name>> <<suffix>>,

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**Maryland Residents:** Maryland residents can contact the Office of the Attorney General to obtain information about steps you can take to avoid identity theft from the Maryland Attorney General's office at: Office of the Attorney General, 200 St. Paul Place, Baltimore, MD 21202, (888) 743-0023, <http://www.marylandattorneygeneral.gov/>.

**Massachusetts Residents:** Under Massachusetts law, you have the right to obtain any police report filed in regard to this incident. If you are the victim of identity theft, you also have the right to file a police report and obtain a copy of it. Massachusetts law also allows consumers to place a security freeze on their credit reports. A security freeze can be placed without any charge. A security freeze prohibits a credit reporting agency from releasing any information from a consumer's credit report without written authorization. However, please be aware that placing a security freeze on your credit report may delay, interfere with, or prevent the timely approval of any requests you make for new loans, credit mortgages, employment, housing or other services.

**Other Important Information**

<p><b>Other Important Information</b></p>	<p><b><u>New York State Residents:</u></b> New York residents can obtain information about preventing identity theft from the New York Attorney General's Office at: Office of the Attorney General for the State of New York, Bureau of Consumer Frauds &amp; Protection, The Capitol, Albany, New York 12224-0341; <a href="https://ag.ny.gov/consumer-frauds/identity-theft">https://ag.ny.gov/consumer-frauds/identity-theft</a>; (800) 771-7755.</p> <p><b><u>North Carolina Residents:</u></b> North Carolina residents can obtain information about preventing identity theft from the North Carolina Attorney General's Office at: North Carolina Attorney General's Office, Consumer Protection Division, 9001 Mail Service Center, Raleigh, NC 27699-9001; 877-5-NO-SCAM (Toll-free within North Carolina); 919-716-6000; <a href="http://www.ncdoj.gov">www.ncdoj.gov</a>.</p> <p><b><u>Rhode Island Residents:</u></b> We believe that this incident affected three (3) Rhode Island residents. Rhode Island residents can contact the Office of the Attorney general at: Rhode Island Office of the Attorney General, 150 South Main Street, Providence, RI 02903, (401) 274-4400, <a href="http://www.riag.ri.gov">www.riag.ri.gov</a>. You have the right to obtain any police report filed in regard to this incident. If you are the victim of identity theft, you also have the right to file a police report and obtain a copy of it.</p> <p><b><u>Vermont Residents:</u></b> If you do not have internet access but would like to learn more about how to place a security freeze on your credit report, contact the Vermont Attorney General's Office at 802-656-3183 (800-649-2424 toll free in Vermont only).</p> <p><b><u>Washington, DC Residents:</u></b> Washington, DC residents can obtain information about steps to take to avoid identity theft from the Office of the Attorney General for the District of Columbia at: 441 4th Street, NW, Washington, DC 20001; 202-727-3400; <a href="http://www.oag.dc.gov">www.oag.dc.gov</a>.</p> <p>This notification was not delayed by law enforcement.</p>
<p><b>For More Information</b></p>	<p>For further assistance, please call 1-833-971-3278 8:00 am to 5:30 pm Central Time, Monday – Friday excluding major US holidays.</p>

We value the trust you place in us and take our responsibility to safeguard your personal information seriously. We apologize for any inconvenience or concern this incident might cause.

Sincerely,

The City Beauty Team



<<Date>> (Format: Month Day, Year)

<<first\_name>> <<middle\_name>> <<last\_name>> <<suffix>>  
 <<address\_1>>  
 <<address\_2>>  
 <<city>>, <<state\_province>> <<postal\_code>>  
 <<country >>

Dear <<first\_name>> <<middle\_name>> <<last\_name>> <<suffix>>,

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<b>What Information Was Involved?</b>	Based on 1ShoppingCart's forensic investigation, the person who gained access to its systems could have accessed your name, address, phone number, email address, and payment card information, such as credit/debit card number, CVV code, and expiration date. The incident did not involve your Social Security number.
<b>What We Are Doing</b>	Upon learning of the incident, DermalMedix promptly requested that 1ShoppingCart provide us with additional information about the incident, as well as a list of individuals who may have been impacted. We have been working with 1ShoppingCart to obtain additional information about the nature of the event in order to determine the impact to your personal information. On October 30, 2020, we confirmed that some of your personal information may have been affected by the incident. <b>We are not aware of any instances of fraud or identity theft arising out of the incident.</b> Nonetheless, out of an abundance of caution, we wanted to provide you with notice about the incident.
<b>What You Can Do?</b>	As a precautionary measure, we also recommend that you remain vigilant to protect against potential fraud by, among other things, reviewing your account statements and credit reports closely. If you detect any suspicious activity, you should promptly notify the financial institution or company with which the account is maintained.
<b>Other Important Information</b>	<p>You may wish to review the tips provided by the FTC on fraud alerts, security/credit freezes and steps you can take to avoid identity theft. For more information and to contact the FTC, please visit <a href="http://www.ftc.gov/idtheft">www.ftc.gov/idtheft</a> or call 1-877-ID-THEFT (1-877-438-4338). You may also contact the FTC at Federal Trade Commission, 600 Pennsylvania Avenue, NW, Washington, DC 20580.</p> <p><b>Credit Reports:</b> You may obtain a free copy of your credit report once every 12 months from each of the three national credit reporting agencies by visiting <a href="http://www.annualcreditreport.com">www.annualcreditreport.com</a>, by calling toll-free 1-877-322-8228, or by completing an Annual Credit Report Request Form and mailing it to Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348. You can print a copy of the request form at <a href="https://www.annualcreditreport.com/manualRequestForm.action">https://www.annualcreditreport.com/manualRequestForm.action</a>.</p> <p>Alternatively, you may elect to purchase a copy of your credit report by contacting one of the three national credit reporting agencies. Contact information for the three national credit reporting agencies for the purpose of requesting a copy of your credit report or for general inquiries is as follows:</p>

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P.O. Box 9554  
Allen, TX 75013

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www.transunion.com  
P.O. Box 160  
Woodlyn, PA 19094

If you do not have internet access but would like to learn more about how to place a security freeze on your credit report, contact the California Attorney General's Office at (916) 445-9555.

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Sincerely,

The DermalMedix Team



DR. MARTY™

<<Date>> (Format: Month Day, Year)

<<first\_name>> <<middle\_name>> <<last\_name>> <<suffix>>  
<<address\_1>>  
<<address\_2>>  
<<city>>, <<state\_province>> <<postal\_code>>  
<<country >>

Dear <<first\_name>> <<middle\_name>> <<last\_name>> <<suffix>>,

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<b>What Happened?</b>	We are writing to advise you of a recent data security incident involving a company called 1ShoppingCart.com (“1ShoppingCart”). Dr. Marty contracts with 1ShoppingCart to process payments made through our website. On October 30, 2020, we learned from 1ShoppingCart that an unauthorized third party accessed 1ShoppingCart’s systems and collected information regarding transactions placed on Dr. Marty’s website from August 6, 2020 to August 22, 2020.
<b>What Information Was Involved?</b>	Based on 1ShoppingCart’s forensic investigation, the person who gained access to its systems could have accessed your name, address, phone number, email address, and payment card information, such as credit/debit card number, CVV code, and expiration date. The incident did not involve your Social Security number.
<b>What We Are Doing</b>	Upon learning of the incident, Dr. Marty promptly requested that 1ShoppingCart provide us with additional information about the incident, as well as a list of individuals who may have been impacted. We have been working with 1ShoppingCart to obtain additional information about the nature of the event in order to determine the impact to your personal information. On October 30, 2020, we confirmed that some of your personal information may have been affected by the incident. <b>We are not aware of any instances of fraud or identity theft arising out of the incident.</b> Nonetheless, out of an abundance of caution, we wanted to provide you with notice about the incident.
<b>What You Can Do?</b>	As a precautionary measure, we also recommend that you remain vigilant to protect against potential fraud by, among other things, reviewing your account statements and credit reports closely. If you detect any suspicious activity, you should promptly notify the financial institution or company with which the account is maintained.
<b>Other Important Information</b>	<p>You may wish to review the tips provided by the FTC on fraud alerts, security/credit freezes and steps you can take to avoid identity theft. For more information and to contact the FTC, please visit <a href="http://www.ftc.gov/idtheft">www.ftc.gov/idtheft</a> or call 1-877-ID-THEFT (1-877-438-4338). You may also contact the FTC at Federal Trade Commission, 600 Pennsylvania Avenue, NW, Washington, DC 20580.</p> <p><b>Credit Reports:</b> You may obtain a free copy of your credit report once every 12 months from each of the three national credit reporting agencies by visiting <a href="http://www.annualcreditreport.com">www.annualcreditreport.com</a>, by calling toll-free 1-877-322-8228, or by completing an Annual Credit Report Request Form and mailing it to Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348. You can print a copy of the request form at <a href="https://www.annualcreditreport.com/manualRequestForm.action">https://www.annualcreditreport.com/manualRequestForm.action</a>.</p> <p>Alternatively, you may elect to purchase a copy of your credit report by contacting one of the three national credit reporting agencies. Contact information for the three national credit reporting agencies for the purpose of requesting a copy of your credit report or for general inquiries is as follows:</p>

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Sincerely,

The Dr. Marty Team



GUNDRY MD®

<<Date>> (Format: Month Day, Year)

<<first\_name>> <<middle\_name>> <<last\_name>> <<suffix>>  
<<address\_1>>  
<<address\_2>>  
<<city>>, <<state\_province>> <<postal\_code>>  
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Dear <<first\_name>> <<middle\_name>> <<last\_name>> <<suffix>>,

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**Other Important Information**

<p><b>Other Important Information</b></p>	<p><b><u>New York State Residents:</u></b> New York residents can obtain information about preventing identity theft from the New York Attorney General's Office at: Office of the Attorney General for the State of New York, Bureau of Consumer Frauds &amp; Protection, The Capitol, Albany, New York 12224-0341; <a href="https://ag.ny.gov/consumer-frauds/identity-theft">https://ag.ny.gov/consumer-frauds/identity-theft</a>; (800) 771-7755.</p> <p><b><u>North Carolina Residents:</u></b> North Carolina residents can obtain information about preventing identity theft from the North Carolina Attorney General's Office at: North Carolina Attorney General's Office, Consumer Protection Division, 9001 Mail Service Center, Raleigh, NC 27699-9001; 877-5-NO-SCAM (Toll-free within North Carolina); 919-716-6000; <a href="http://www.ncdoj.gov">www.ncdoj.gov</a>.</p> <p><b><u>Rhode Island Residents:</u></b> We believe that this incident affected thirteen (13) Rhode Island residents. Rhode Island residents can contact the Office of the Attorney general at: Rhode Island Office of the Attorney General, 150 South Main Street, Providence, RI 02903, (401) 274-4400, <a href="http://www.riag.ri.gov">www.riag.ri.gov</a>. You have the right to obtain any police report filed in regard to this incident. If you are the victim of identity theft, you also have the right to file a police report and obtain a copy of it.</p> <p><b><u>Vermont Residents:</u></b> If you do not have internet access but would like to learn more about how to place a security freeze on your credit report, contact the Vermont Attorney General's Office at 802-656-3183 (800-649-2424 toll free in Vermont only).</p> <p><b><u>Washington, DC Residents:</u></b> Washington, DC residents can obtain information about steps to take to avoid identity theft from the Office of the Attorney General for the District of Columbia at: 441 4th Street, NW, Washington, DC 20001; 202-727-3400; <a href="http://www.oag.dc.gov">www.oag.dc.gov</a>.</p> <p>This notification was not delayed by law enforcement.</p>
<p><b>For More Information</b></p>	<p>For further assistance, please call 1-833-971-3278 8:00 am to 5:30 pm Central Time, Monday – Friday excluding major US holidays.</p>

We value the trust you place in us and take our responsibility to safeguard your personal information seriously. We apologize for any inconvenience or concern this incident might cause.

Sincerely,

The Gundry MD Team



<<Date>> (Format: Month Day, Year)

<<first\_name>> <<middle\_name>> <<last\_name>> <<suffix>>  
 <<address\_1>>  
 <<address\_2>>  
 <<city>>, <<state\_province>> <<postal\_code>>  
 <<country >>

Dear <<first\_name>> <<middle\_name>> <<last\_name>> <<suffix>>,

<b>NOTICE OF A DATA BREACH</b>	
<b>What Happened?</b>	We are writing to advise you of a recent data security incident involving a company called 1ShoppingCart.com (“1ShoppingCart”). LCR Health contracts with 1ShoppingCart to process payments made through our website. On October 30, 2020, we learned from 1ShoppingCart that an unauthorized third party accessed 1ShoppingCart’s systems and collected information regarding transactions placed on LCR Health’s website from August 6, 2020 to August 22, 2020.
<b>What Information Was Involved?</b>	Based on 1ShoppingCart’s forensic investigation, the person who gained access to its systems could have accessed your name, address, phone number, email address, and payment card information, such as credit/debit card number, CVV code, and expiration date. The incident did not involve your Social Security number.
<b>What We Are Doing</b>	Upon learning of the incident, LCR Health promptly requested that 1ShoppingCart provide us with additional information about the incident, as well as a list of individuals who may have been impacted. We have been working with 1ShoppingCart to obtain additional information about the nature of the event in order to determine the impact to your personal information. On October 30, 2020, we confirmed that some of your personal information may have been affected by the incident. <b>We are not aware of any instances of fraud or identity theft arising out of the incident.</b> Nonetheless, out of an abundance of caution, we wanted to provide you with notice about the incident.
<b>What You Can Do?</b>	As a precautionary measure, we also recommend that you remain vigilant to protect against potential fraud by, among other things, reviewing your account statements and credit reports closely. If you detect any suspicious activity, you should promptly notify the financial institution or company with which the account is maintained.
<b>Other Important Information</b>	<p>You may wish to review the tips provided by the FTC on fraud alerts, security/credit freezes and steps you can take to avoid identity theft. For more information and to contact the FTC, please visit <a href="http://www.ftc.gov/idtheft">www.ftc.gov/idtheft</a> or call 1-877-ID-THEFT (1-877-438-4338). You may also contact the FTC at Federal Trade Commission, 600 Pennsylvania Avenue, NW, Washington, DC 20580.</p> <p><b>Credit Reports:</b> You may obtain a free copy of your credit report once every 12 months from each of the three national credit reporting agencies by visiting <a href="http://www.annualcreditreport.com">www.annualcreditreport.com</a>, by calling toll-free 1-877-322-8228, or by completing an Annual Credit Report Request Form and mailing it to Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348. You can print a copy of the request form at <a href="https://www.annualcreditreport.com/manualRequestForm.action">https://www.annualcreditreport.com/manualRequestForm.action</a>.</p> <p>Alternatively, you may elect to purchase a copy of your credit report by contacting one of the three national credit reporting agencies. Contact information for the three national credit reporting agencies for the purpose of requesting a copy of your credit report or for general inquiries is as follows:</p>

<b>Other Important Information</b>	<p>Equifax 1-866-349-5191 www.equifax.com P.O. Box 740241 Atlanta, GA 30374</p>	<p>Experian 1-888-397-3742 www.experian.com P.O. Box 2002 Allen, TX 75013</p>	<p>TransUnion 1-800-888-4213 www.transunion.com P.O. Box 2000 Chester, PA 19016</p>
	<p><b><u>Fraud Alerts:</u></b> You may want to consider placing a fraud alert on your credit report. A fraud alert is free and will stay on your credit report for one (1) year. The alert informs creditors of possible fraudulent activity within your report and requests that the creditor contact you prior to establishing any new accounts in your name. To place a fraud alert on your credit report, contact any of the three national credit reporting agencies using the contact information listed above. Additional information is available at <a href="http://www.annualcreditreport.com">www.annualcreditreport.com</a>.</p> <p><b><u>Credit and Security Freezes:</u></b> You may have the right to place a credit freeze, also known as a security freeze, on your credit file, so that no new credit can be opened in your name without the use of a PIN number that is issued to you when you initiate the freeze. A credit freeze is designed to prevent potential credit grantors from accessing your credit report without your consent. If you place a credit freeze, potential creditors and other third parties will not be able to get access to your credit report unless you temporarily lift the freeze. Therefore, using a credit freeze may delay your ability to obtain credit. Unlike a fraud alert, you must separately place a credit freeze on your credit file at each credit reporting company. Since the instructions for how to establish a credit freeze differ from state to state, please contact the three major credit reporting agencies as specified below to find out more information:</p>		
	<p>Equifax 1-800-349-9960 www.equifax.com P.O. Box 105788 Atlanta, GA 30348</p>	<p>Experian 1-888-397-3742 www.experian.com P.O. Box 9554 Allen, TX 75013</p>	<p>TransUnion 1-888-909-8872 www.transunion.com P.O. Box 160 Woodlyn, PA 19094</p>
	<p>If you do not have internet access but would like to learn more about how to place a security freeze on your credit report, contact the California Attorney General's Office at (916) 445-9555.</p> <p>Individuals interacting with credit reporting agencies have rights under the Fair Credit Reporting Act. We encourage you to review your rights under the Fair Credit Reporting Act by visiting <a href="https://files.consumerfinance.gov/f/documents/bcfc_consumer-rights-summary_2018-09.pdf">https://files.consumerfinance.gov/f/documents/bcfc_consumer-rights-summary_2018-09.pdf</a>, or by requesting information in writing from the Consumer Financial Protection Bureau, 1700 G Street N.W., Washington, DC 20552.</p> <p><b><u>Maryland Residents:</u></b> Maryland residents can contact the Office of the Attorney General to obtain information about steps you can take to avoid identity theft from the Maryland Attorney General's office at: Office of the Attorney General, 200 St. Paul Place, Baltimore, MD 21202, (888) 743-0023, <a href="http://www.marylandattorneygeneral.gov/">http://www.marylandattorneygeneral.gov/</a>.</p> <p><b><u>Massachusetts Residents:</u></b> Under Massachusetts law, you have the right to obtain any police report filed in regard to this incident. If you are the victim of identity theft, you also have the right to file a police report and obtain a copy of it. Massachusetts law also allows consumers to place a security freeze on their credit reports. A security freeze can be placed without any charge. A security freeze prohibits a credit reporting agency from releasing any information from a consumer's credit report without written authorization. However, please be aware that placing a security freeze on your credit report may delay, interfere with, or prevent the timely approval of any requests you make for new loans, credit mortgages, employment, housing or other services.</p>		

<b>Other Important Information</b>	<p><b><u>New York State Residents:</u></b> New York residents can obtain information about preventing identity theft from the New York Attorney General's Office at: Office of the Attorney General for the State of New York, Bureau of Consumer Frauds &amp; Protection, The Capitol, Albany, New York 12224-0341; <a href="https://ag.ny.gov/consumer-frauds/identity-theft">https://ag.ny.gov/consumer-frauds/identity-theft</a>; (800) 771-7755.</p> <p><b><u>North Carolina Residents:</u></b> North Carolina residents can obtain information about preventing identity theft from the North Carolina Attorney General's Office at: North Carolina Attorney General's Office, Consumer Protection Division, 9001 Mail Service Center, Raleigh, NC 27699-9001; 877-5-NO-SCAM (Toll-free within North Carolina); 919-716-6000; <a href="http://www.ncdoj.gov">www.ncdoj.gov</a>.</p> <p><b><u>Rhode Island Residents:</u></b> We believe that this incident affected two (2) Rhode Island residents. Rhode Island residents can contact the Office of the Attorney general at: Rhode Island Office of the Attorney General, 150 South Main Street, Providence, RI 02903, (401) 274-4400, <a href="http://www.riag.ri.gov">www.riag.ri.gov</a>. You have the right to obtain any police report filed in regard to this incident. If you are the victim of identity theft, you also have the right to file a police report and obtain a copy of it.</p> <p>This notification was not delayed by law enforcement.</p>
<b>For More Information</b>	For further assistance, please call 1-833-971-3278 8:00 am to 5:30 pm Central Time, Monday – Friday excluding major US holidays.

We value the trust you place in us and take our responsibility to safeguard your personal information seriously. We apologize for any inconvenience or concern this incident might cause.

Sincerely,

The LCR Health Team



<<Date>> (Format: Month Day, Year)

<<first\_name>> <<middle\_name>> <<last\_name>> <<suffix>>  
<<address\_1>>  
<<address\_2>>  
<<city>>, <<state\_province>> <<postal\_code>>  
<<country >>

Dear <<first\_name>> <<middle\_name>> <<last\_name>> <<suffix>>,

NOTICE OF A DATA BREACH	
<b>What Happened?</b>	We are writing to advise you of a recent data security incident involving a company called 1ShoppingCart.com ("1ShoppingCart"). Nucific contracts with 1ShoppingCart to process payments made through our website. On October 30, 2020, we learned from 1ShoppingCart that an unauthorized third party accessed 1ShoppingCart's systems and collected information regarding transactions placed on Nucific's website from August 6, 2020 to August 22, 2020.
<b>What Information Was Involved?</b>	Based on 1ShoppingCart's forensic investigation, the person who gained access to its systems could have accessed your name, address, phone number, email address, and payment card information, such as credit/debit card number, CVV code, and expiration date. The incident did not involve your Social Security number.
<b>What We Are Doing</b>	Upon learning of the incident, Nucific promptly requested that 1ShoppingCart provide us with additional information about the incident, as well as a list of individuals who may have been impacted. We have been working with 1ShoppingCart to obtain additional information about the nature of the event in order to determine the impact to your personal information. On October 30, 2020, we confirmed that some of your personal information may have been affected by the incident. <b>We are not aware of any instances of fraud or identity theft arising out of the incident.</b> Nonetheless, out of an abundance of caution, we wanted to provide you with notice about the incident.
<b>What You Can Do?</b>	As a precautionary measure, we also recommend that you remain vigilant to protect against potential fraud by, among other things, reviewing your account statements and credit reports closely. If you detect any suspicious activity, you should promptly notify the financial institution or company with which the account is maintained.
<b>Other Important Information</b>	<p>You may wish to review the tips provided by the FTC on fraud alerts, security/credit freezes and steps you can take to avoid identity theft. For more information and to contact the FTC, please visit <a href="http://www.ftc.gov/idtheft">www.ftc.gov/idtheft</a> or call 1-877-ID-THEFT (1-877-438-4338). You may also contact the FTC at Federal Trade Commission, 600 Pennsylvania Avenue, NW, Washington, DC 20580.</p> <p><b>Credit Reports:</b> You may obtain a free copy of your credit report once every 12 months from each of the three national credit reporting agencies by visiting <a href="http://www.annualcreditreport.com">www.annualcreditreport.com</a>, by calling toll-free 1-877-322-8228, or by completing an Annual Credit Report Request Form and mailing it to Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348. You can print a copy of the request form at <a href="https://www.annualcreditreport.com/manualRequestForm.action">https://www.annualcreditreport.com/manualRequestForm.action</a>.</p> <p>Alternatively, you may elect to purchase a copy of your credit report by contacting one of the three national credit reporting agencies. Contact information for the three national credit reporting agencies for the purpose of requesting a copy of your credit report or for general inquiries is as follows:</p>

Equifax  
1-866-349-5191  
www.equifax.com  
P.O. Box 740241  
Atlanta, GA 30374

Experian  
1-888-397-3742  
www.experian.com  
P.O. Box 2002  
Allen, TX 75013

TransUnion  
1-800-888-4213  
www.transunion.com  
P.O. Box 2000  
Chester, PA 19016

**Fraud Alerts:** You may want to consider placing a fraud alert on your credit report. A fraud alert is free and will stay on your credit report for one (1) year. The alert informs creditors of possible fraudulent activity within your report and requests that the creditor contact you prior to establishing any new accounts in your name. To place a fraud alert on your credit report, contact any of the three national credit reporting agencies using the contact information listed above. Additional information is available at [www.annualcreditreport.com](http://www.annualcreditreport.com).

**Credit and Security Freezes:** You may have the right to place a credit freeze, also known as a security freeze, on your credit file, so that no new credit can be opened in your name without the use of a PIN number that is issued to you when you initiate the freeze. A credit freeze is designed to prevent potential credit grantors from accessing your credit report without your consent. If you place a credit freeze, potential creditors and other third parties will not be able to get access to your credit report unless you temporarily lift the freeze. Therefore, using a credit freeze may delay your ability to obtain credit. Unlike a fraud alert, you must separately place a credit freeze on your credit file at each credit reporting company. Since the instructions for how to establish a credit freeze differ from state to state, please contact the three major credit reporting agencies as specified below to find out more information:

Equifax  
1-800-349-9960  
www.equifax.com  
P.O. Box 105788  
Atlanta, GA 30348

Experian  
1-888-397-3742  
www.experian.com  
P.O. Box 9554  
Allen, TX 75013

TransUnion  
1-888-909-8872  
www.transunion.com  
P.O. Box 160  
Woodlyn, PA 19094

If you do not have internet access but would like to learn more about how to place a security freeze on your credit report, contact the California Attorney General's Office at (916) 445-9555.

Individuals interacting with credit reporting agencies have rights under the Fair Credit Reporting Act. We encourage you to review your rights under the Fair Credit Reporting Act by visiting [https://files.consumerfinance.gov/f/documents/bcfc\\_consumer-rights-summary\\_2018-09.pdf](https://files.consumerfinance.gov/f/documents/bcfc_consumer-rights-summary_2018-09.pdf), or by requesting information in writing from the Consumer Financial Protection Bureau, 1700 G Street N.W., Washington, DC 20552.

**Iowa Residents:** Iowa residents can contact the Office of the Attorney general to obtain information about steps to take to avoid identity theft from the Iowa Attorney General's office at: Office of the Attorney General of Iowa, Hoover State Office Building, 1305 E. Walnut Street, Des Moines IA 50319, 515-281-5164.

**Maryland Residents:** Maryland residents can contact the Office of the Attorney General to obtain information about steps you can take to avoid identity theft from the Maryland Attorney General's office at: Office of the Attorney General, 200 St. Paul Place, Baltimore, MD 21202, (888) 743-0023, <http://www.marylandattorneygeneral.gov/>.

**Massachusetts Residents:** Under Massachusetts law, you have the right to obtain any police report filed in regard to this incident. If you are the victim of identity theft, you also have the right to file a police report and obtain a copy of it. Massachusetts law also allows consumers to place a security freeze on their credit reports. A security freeze can be placed without any charge. A security freeze prohibits a credit reporting agency from releasing any information from a consumer's credit report without written authorization. However, please be aware that placing a security freeze on your credit report may delay, interfere with, or prevent the timely approval of any requests you make for new loans, credit mortgages, employment, housing or other services.

**Other Important Information**

<p><b>Other Important Information</b></p>	<p><b><u>New York State Residents:</u></b> New York residents can obtain information about preventing identity theft from the New York Attorney General's Office at: Office of the Attorney General for the State of New York, Bureau of Consumer Frauds &amp; Protection, The Capitol, Albany, New York 12224-0341; <a href="https://ag.ny.gov/consumer-frauds/identity-theft">https://ag.ny.gov/consumer-frauds/identity-theft</a>; (800) 771-7755.</p> <p><b><u>North Carolina Residents:</u></b> North Carolina residents can obtain information about preventing identity theft from the North Carolina Attorney General's Office at: North Carolina Attorney General's Office, Consumer Protection Division, 9001 Mail Service Center, Raleigh, NC 27699-9001; 877-5-NO-SCAM (Toll-free within North Carolina); 919-716-6000; <a href="http://www.ncdoj.gov">www.ncdoj.gov</a>.</p> <p><b><u>Rhode Island Residents:</u></b> We believe that this incident affected three (3) Rhode Island residents. Rhode Island residents can contact the Office of the Attorney general at: Rhode Island Office of the Attorney General, 150 South Main Street, Providence, RI 02903, (401) 274-4400, <a href="http://www.riag.ri.gov">www.riag.ri.gov</a>. You have the right to obtain any police report filed in regard to this incident. If you are the victim of identity theft, you also have the right to file a police report and obtain a copy of it.</p> <p><b><u>Vermont Residents:</u></b> If you do not have internet access but would like to learn more about how to place a security freeze on your credit report, contact the Vermont Attorney General's Office at 802-656-3183 (800-649-2424 toll free in Vermont only).</p> <p><b><u>Washington, DC Residents:</u></b> Washington, DC residents can obtain information about steps to take to avoid identity theft from the Office of the Attorney General for the District of Columbia at: 441 4th Street, NW, Washington, DC 20001; 202-727-3400; <a href="http://www.oag.dc.gov">www.oag.dc.gov</a>.</p> <p>This notification was not delayed by law enforcement.</p>
<p><b>For More Information</b></p>	<p>For further assistance, please call 1-833-971-3278 8:00 am to 5:30 pm Central Time, Monday – Friday excluding major US holidays.</p>

We value the trust you place in us and take our responsibility to safeguard your personal information seriously. We apologize for any inconvenience or concern this incident might cause.

Sincerely,

The Nucific Team



<<Date>> (Format: Month Day, Year)

<<first\_name>> <<middle\_name>> <<last\_name>> <<suffix>>  
 <<address\_1>>  
 <<address\_2>>  
 <<city>>, <<state\_province>> <<postal\_code>>  
 <<country >>

Dear <<first\_name>> <<middle\_name>> <<last\_name>> <<suffix>>,

NOTICE OF A DATA BREACH	
<b>What Happened?</b>	We are writing to advise you of a recent data security incident involving a company called 1ShoppingCart.com ("1ShoppingCart"). One Two Cosmetics contracts with 1ShoppingCart to process payments made through our website. On October 30, 2020, we learned from 1ShoppingCart that an unauthorized third party accessed 1ShoppingCart's systems and collected information regarding transactions placed on One Two Cosmetics's website from August 6, 2020 to August 22, 2020.
<b>What Information Was Involved?</b>	Based on 1ShoppingCart's forensic investigation, the person who gained access to its systems could have accessed your name, address, phone number, email address, and payment card information, such as credit/debit card number, CVV code, and expiration date. The incident did not involve your Social Security number.
<b>What We Are Doing</b>	Upon learning of the incident, One Two Cosmetics promptly requested that 1ShoppingCart provide us with additional information about the incident, as well as a list of individuals who may have been impacted. We have been working with 1ShoppingCart to obtain additional information about the nature of the event in order to determine the impact to your personal information. On October 30, 2020, we confirmed that some of your personal information may have been affected by the incident. <b>We are not aware of any instances of fraud or identity theft arising out of the incident.</b> Nonetheless, out of an abundance of caution, we wanted to provide you with notice about the incident.
<b>What You Can Do?</b>	As a precautionary measure, we also recommend that you remain vigilant to protect against potential fraud by, among other things, reviewing your account statements and credit reports closely. If you detect any suspicious activity, you should promptly notify the financial institution or company with which the account is maintained.
<b>Other Important Information</b>	<p>You may wish to review the tips provided by the FTC on fraud alerts, security/credit freezes and steps you can take to avoid identity theft. For more information and to contact the FTC, please visit <a href="http://www.ftc.gov/idtheft">www.ftc.gov/idtheft</a> or call 1-877-ID-THEFT (1-877-438-4338). You may also contact the FTC at Federal Trade Commission, 600 Pennsylvania Avenue, NW, Washington, DC 20580.</p> <p><b>Credit Reports:</b> You may obtain a free copy of your credit report once every 12 months from each of the three national credit reporting agencies by visiting <a href="http://www.annualcreditreport.com">www.annualcreditreport.com</a>, by calling toll-free 1-877-322-8228, or by completing an Annual Credit Report Request Form and mailing it to Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348. You can print a copy of the request form at <a href="https://www.annualcreditreport.com/manualRequestForm.action">https://www.annualcreditreport.com/manualRequestForm.action</a>.</p> <p>Alternatively, you may elect to purchase a copy of your credit report by contacting one of the three national credit reporting agencies. Contact information for the three national credit reporting agencies for the purpose of requesting a copy of your credit report or for general inquiries is as follows:</p>

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Atlanta, GA 30374

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www.experian.com  
P.O. Box 2002  
Allen, TX 75013

TransUnion  
1-800-888-4213  
www.transunion.com  
P.O. Box 2000  
Chester, PA 19016

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www.equifax.com  
P.O. Box 105788  
Atlanta, GA 30348

Experian  
1-888-397-3742  
www.experian.com  
P.O. Box 9554  
Allen, TX 75013

TransUnion  
1-888-909-8872  
www.transunion.com  
P.O. Box 160  
Woodlyn, PA 19094

If you do not have internet access but would like to learn more about how to place a security freeze on your credit report, contact the California Attorney General's Office at (916) 445-9555.

Individuals interacting with credit reporting agencies have rights under the Fair Credit Reporting Act. We encourage you to review your rights under the Fair Credit Reporting Act by visiting [https://files.consumerfinance.gov/f/documents/bcftp\\_consumer-rights-summary\\_2018-09.pdf](https://files.consumerfinance.gov/f/documents/bcftp_consumer-rights-summary_2018-09.pdf), or by requesting information in writing from the Consumer Financial Protection Bureau, 1700 G Street N.W., Washington, DC 20552.

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**New York State Residents:** New York residents can obtain information about preventing identity theft from the New York Attorney General's Office at: Office of the Attorney General for the State of New York, Bureau of Consumer Frauds & Protection, The Capitol, Albany, New York 12224-0341; <https://ag.ny.gov/consumer-frauds/identity-theft>; (800) 771-7755.

This notification was not delayed by law enforcement.

**Other Important Information**

<b>For More Information</b>	For further assistance, please call 1-833-971-3278 8:00 am to 5:30 pm Central Time, Monday – Friday excluding major US holidays.
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We value the trust you place in us and take our responsibility to safeguard your personal information seriously. We apologize for any inconvenience or concern this incident might cause.

Sincerely,

The One Two Cosmetics Team



<<Date>> (Format: Month Day, Year)

<<first\_name>> <<middle\_name>> <<last\_name>> <<suffix>>  
<<address\_1>>  
<<address\_2>>  
<<city>>, <<state\_province>> <<postal\_code>>  
<<country >>

Dear <<first\_name>> <<middle\_name>> <<last\_name>> <<suffix>>,

NOTICE OF A DATA BREACH	
<b>What Happened?</b>	We are writing to advise you of a recent data security incident involving a company called 1ShoppingCart.com ("1ShoppingCart"). Power Life contracts with 1ShoppingCart to process payments made through our website. On October 30, 2020, we learned from 1ShoppingCart that an unauthorized third party accessed 1ShoppingCart's systems and collected information regarding transactions placed on Power Life's website from August 6, 2020 to August 22, 2020.
<b>What Information Was Involved?</b>	Based on 1ShoppingCart's forensic investigation, the person who gained access to its systems could have accessed your name, address, phone number, email address, and payment card information, such as credit/debit card number, CVV code, and expiration date. The incident did not involve your Social Security number.
<b>What We Are Doing</b>	Upon learning of the incident, Power Life promptly requested that 1ShoppingCart provide us with additional information about the incident, as well as a list of individuals who may have been impacted. We have been working with 1ShoppingCart to obtain additional information about the nature of the event in order to determine the impact to your personal information. On October 30, 2020, we confirmed that some of your personal information may have been affected by the incident. <b>We are not aware of any instances of fraud or identity theft arising out of the incident.</b> Nonetheless, out of an abundance of caution, we wanted to provide you with notice about the incident.
<b>What You Can Do?</b>	As a precautionary measure, we also recommend that you remain vigilant to protect against potential fraud by, among other things, reviewing your account statements and credit reports closely. If you detect any suspicious activity, you should promptly notify the financial institution or company with which the account is maintained.
<b>Other Important Information</b>	<p>You may wish to review the tips provided by the FTC on fraud alerts, security/credit freezes and steps you can take to avoid identity theft. For more information and to contact the FTC, please visit <a href="http://www.ftc.gov/idtheft">www.ftc.gov/idtheft</a> or call 1-877-ID-THEFT (1-877-438-4338). You may also contact the FTC at Federal Trade Commission, 600 Pennsylvania Avenue, NW, Washington, DC 20580.</p> <p><b>Credit Reports:</b> You may obtain a free copy of your credit report once every 12 months from each of the three national credit reporting agencies by visiting <a href="http://www.annualcreditreport.com">www.annualcreditreport.com</a>, by calling toll-free 1-877-322-8228, or by completing an Annual Credit Report Request Form and mailing it to Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348. You can print a copy of the request form at <a href="https://www.annualcreditreport.com/manualRequestForm.action">https://www.annualcreditreport.com/manualRequestForm.action</a>.</p> <p>Alternatively, you may elect to purchase a copy of your credit report by contacting one of the three national credit reporting agencies. Contact information for the three national credit reporting agencies for the purpose of requesting a copy of your credit report or for general inquiries is as follows:</p>

Equifax  
1-866-349-5191  
www.equifax.com  
P.O. Box 740241  
Atlanta, GA 30374

Experian  
1-888-397-3742  
www.experian.com  
P.O. Box 2002  
Allen, TX 75013

TransUnion  
1-800-888-4213  
www.transunion.com  
P.O. Box 2000  
Chester, PA 19016

**Fraud Alerts:** You may want to consider placing a fraud alert on your credit report. A fraud alert is free and will stay on your credit report for one (1) year. The alert informs creditors of possible fraudulent activity within your report and requests that the creditor contact you prior to establishing any new accounts in your name. To place a fraud alert on your credit report, contact any of the three national credit reporting agencies using the contact information listed above. Additional information is available at [www.annualcreditreport.com](http://www.annualcreditreport.com).

**Credit and Security Freezes:** You may have the right to place a credit freeze, also known as a security freeze, on your credit file, so that no new credit can be opened in your name without the use of a PIN number that is issued to you when you initiate the freeze. A credit freeze is designed to prevent potential credit grantors from accessing your credit report without your consent. If you place a credit freeze, potential creditors and other third parties will not be able to get access to your credit report unless you temporarily lift the freeze. Therefore, using a credit freeze may delay your ability to obtain credit. Unlike a fraud alert, you must separately place a credit freeze on your credit file at each credit reporting company. Since the instructions for how to establish a credit freeze differ from state to state, please contact the three major credit reporting agencies as specified below to find out more information:

Equifax  
1-800-349-9960  
www.equifax.com  
P.O. Box 105788  
Atlanta, GA 30348

Experian  
1-888-397-3742  
www.experian.com  
P.O. Box 9554  
Allen, TX 75013

TransUnion  
1-888-909-8872  
www.transunion.com  
P.O. Box 160  
Woodlyn, PA 19094

If you do not have internet access but would like to learn more about how to place a security freeze on your credit report, contact the California Attorney General's Office at (916) 445-9555.

Individuals interacting with credit reporting agencies have rights under the Fair Credit Reporting Act. We encourage you to review your rights under the Fair Credit Reporting Act by visiting [https://files.consumerfinance.gov/f/documents/bcfc\\_consumer-rights-summary\\_2018-09.pdf](https://files.consumerfinance.gov/f/documents/bcfc_consumer-rights-summary_2018-09.pdf), or by requesting information in writing from the Consumer Financial Protection Bureau, 1700 G Street N.W., Washington, DC 20552.

**Iowa Residents:** Iowa residents can contact the Office of the Attorney general to obtain information about steps to take to avoid identity theft from the Iowa Attorney General's office at: Office of the Attorney General of Iowa, Hoover State Office Building, 1305 E. Walnut Street, Des Moines IA 50319, 515-281-5164.

**Maryland Residents:** Maryland residents can contact the Office of the Attorney General to obtain information about steps you can take to avoid identity theft from the Maryland Attorney General's office at: Office of the Attorney General, 200 St. Paul Place, Baltimore, MD 21202, (888) 743-0023, <http://www.marylandattorneygeneral.gov/>.

**Massachusetts Residents:** Under Massachusetts law, you have the right to obtain any police report filed in regard to this incident. If you are the victim of identity theft, you also have the right to file a police report and obtain a copy of it. Massachusetts law also allows consumers to place a security freeze on their credit reports. A security freeze can be placed without any charge. A security freeze prohibits a credit reporting agency from releasing any information from a consumer's credit report without written authorization. However, please be aware that placing a security freeze on your credit report may delay, interfere with, or prevent the timely approval of any requests you make for new loans, credit mortgages, employment, housing or other services.

**Other Important Information**

<b>Other Important Information</b>	<p><b><u>New York State Residents:</u></b> New York residents can obtain information about preventing identity theft from the New York Attorney General's Office at: Office of the Attorney General for the State of New York, Bureau of Consumer Frauds &amp; Protection, The Capitol, Albany, New York 12224-0341; <a href="https://ag.ny.gov/consumer-frauds/identity-theft">https://ag.ny.gov/consumer-frauds/identity-theft</a>; (800) 771-7755.</p> <p><b><u>North Carolina Residents:</u></b> North Carolina residents can obtain information about preventing identity theft from the North Carolina Attorney General's Office at: North Carolina Attorney General's Office, Consumer Protection Division, 9001 Mail Service Center, Raleigh, NC 27699-9001; 877-5-NO-SCAM (Toll-free within North Carolina); 919-716-6000; <a href="http://www.ncdoj.gov">www.ncdoj.gov</a>.</p> <p>This notification was not delayed by law enforcement.</p>
<b>For More Information</b>	For further assistance, please call 1-833-971-3278 8:00 am to 5:30 pm Central Time, Monday – Friday excluding major US holidays.

We value the trust you place in us and take our responsibility to safeguard your personal information seriously. We apologize for any inconvenience or concern this incident might cause.

Sincerely,

The Power Life Team



# Ultimate Pet Nutrition®

<<Date>> (Format: Month Day, Year)

<<first\_name>> <<middle\_name>> <<last\_name>> <<suffix>>  
<<address\_1>>  
<<address\_2>>  
<<city>>, <<state\_province>> <<postal\_code>>  
<<country >>

Dear <<first\_name>> <<middle\_name>> <<last\_name>> <<suffix>>,

NOTICE OF A DATA BREACH	
<b>What Happened?</b>	We are writing to advise you of a recent data security incident involving a company called 1ShoppingCart.com (“1ShoppingCart”). Ultimate Pet Nutrition contracts with 1ShoppingCart to process payments made through our website. On October 30, 2020, we learned from 1ShoppingCart that an unauthorized third party accessed 1ShoppingCart’s systems and collected information regarding transactions placed on Ultimate Pet Nutrition’s website from August 6, 2020 to August 22, 2020.
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<b>What We Are Doing</b>	Upon learning of the incident, Ultimate Pet Nutrition promptly requested that 1ShoppingCart provide us with additional information about the incident, as well as a list of individuals who may have been impacted. We have been working with 1ShoppingCart to obtain additional information about the nature of the event in order to determine the impact to your personal information. On October 30, 2020, we confirmed that some of your personal information may have been affected by the incident. <b>We are not aware of any instances of fraud or identity theft arising out of the incident.</b> Nonetheless, out of an abundance of caution, we wanted to provide you with notice about the incident.
<b>What You Can Do?</b>	As a precautionary measure, we also recommend that you remain vigilant to protect against potential fraud by, among other things, reviewing your account statements and credit reports closely. If you detect any suspicious activity, you should promptly notify the financial institution or company with which the account is maintained.
<b>Other Important Information</b>	<p>You may wish to review the tips provided by the FTC on fraud alerts, security/credit freezes and steps you can take to avoid identity theft. For more information and to contact the FTC, please visit <a href="http://www.ftc.gov/idtheft">www.ftc.gov/idtheft</a> or call 1-877-ID-THEFT (1-877-438-4338). You may also contact the FTC at Federal Trade Commission, 600 Pennsylvania Avenue, NW, Washington, DC 20580.</p> <p><b>Credit Reports:</b> You may obtain a free copy of your credit report once every 12 months from each of the three national credit reporting agencies by visiting <a href="http://www.annualcreditreport.com">www.annualcreditreport.com</a>, by calling toll-free 1-877-322-8228, or by completing an Annual Credit Report Request Form and mailing it to Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348. You can print a copy of the request form at <a href="https://www.annualcreditreport.com/manualRequestForm.action">https://www.annualcreditreport.com/manualRequestForm.action</a>.</p> <p>Alternatively, you may elect to purchase a copy of your credit report by contacting one of the three national credit reporting agencies. Contact information for the three national credit reporting agencies for the purpose of requesting a copy of your credit report or for general inquiries is as follows:</p>

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www.equifax.com  
P.O. Box 740241  
Atlanta, GA 30374

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1-888-397-3742  
www.experian.com  
P.O. Box 2002  
Allen, TX 75013

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www.transunion.com  
P.O. Box 2000  
Chester, PA 19016

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P.O. Box 9554  
Allen, TX 75013

TransUnion  
1-888-909-8872  
www.transunion.com  
P.O. Box 160  
Woodlyn, PA 19094

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**Maryland Residents:** Maryland residents can contact the Office of the Attorney General to obtain information about steps you can take to avoid identity theft from the Maryland Attorney General's office at: Office of the Attorney General, 200 St. Paul Place, Baltimore, MD 21202, (888) 743-0023, <http://www.marylandattorneygeneral.gov/>.

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**Other Important Information**

<p><b>Other Important Information</b></p>	<p><b><u>New York State Residents:</u></b> New York residents can obtain information about preventing identity theft from the New York Attorney General's Office at: Office of the Attorney General for the State of New York, Bureau of Consumer Frauds &amp; Protection, The Capitol, Albany, New York 12224-0341; <a href="https://ag.ny.gov/consumer-frauds/identity-theft">https://ag.ny.gov/consumer-frauds/identity-theft</a>; (800) 771-7755.</p> <p><b><u>North Carolina Residents:</u></b> North Carolina residents can obtain information about preventing identity theft from the North Carolina Attorney General's Office at: North Carolina Attorney General's Office, Consumer Protection Division, 9001 Mail Service Center, Raleigh, NC 27699-9001; 877-5-NO-SCAM (Toll-free within North Carolina); 919-716-6000; <a href="http://www.ncdoj.gov">www.ncdoj.gov</a>.</p> <p><b><u>Rhode Island Residents:</u></b> We believe that this incident affected one (1) Rhode Island resident. Rhode Island residents can contact the Office of the Attorney general at: Rhode Island Office of the Attorney General, 150 South Main Street, Providence, RI 02903, (401) 274-4400, <a href="http://www.riag.ri.gov">www.riag.ri.gov</a>. You have the right to obtain any police report filed in regard to this incident. If you are the victim of identity theft, you also have the right to file a police report and obtain a copy of it.</p> <p><b><u>Vermont Residents:</u></b> If you do not have internet access but would like to learn more about how to place a security freeze on your credit report, contact the Vermont Attorney General's Office at 802-656-3183 (800-649-2424 toll free in Vermont only).</p> <p><b><u>Washington, DC Residents:</u></b> Washington, DC residents can obtain information about steps to take to avoid identity theft from the Office of the Attorney General for the District of Columbia at: 441 4th Street, NW, Washington, DC 20001; 202-727-3400; <a href="http://www.oag.dc.gov">www.oag.dc.gov</a>.</p> <p>This notification was not delayed by law enforcement.</p>
<p><b>For More Information</b></p>	<p>For further assistance, please call 1-833-971-3278 8:00 am to 5:30 pm Central Time, Monday – Friday excluding major US holidays.</p>

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