

# SEARS HOLDINGS

Jeremy R. Holbrook  
Deputy General Counsel – Retail Operations  
Law Department

Sears Holdings Management Corporation  
3333 Beverly Road, B6-234B  
Hoffman Estates, IL 60179  
Direct Dial: 847.286.6356  
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Email : Jeremy.Holbrook@searshc.com

April 24, 2018

New Hampshire Department of Justice  
Attn: Security Breach Notification  
33 Capitol Street  
Concord, NH 03301

Dear Attorney General MacDonald:

On behalf of Sears Holdings (“Sears”), I am writing to inform you of a data security incident, in connection with which Sears is notifying 656 New Hampshire individuals of a potential compromise of their payment card information.

In mid-March, one of our vendors providing online support services on our websites at Sears.com and Kmart.com (collectively, the “Sites”) notified Sears that it had experienced a security incident in which an unauthorized individual was able to incorporate a malicious script into our vendor’s code which was used to provide certain services on our websites.

As soon as Sears learned of this incident, we conducted a thorough investigation of the incident. On March 26, 2018, Sears discovered that the malicious script could enable this unauthorized individual to collect certain customers’ names, addresses, and payment card information. The investigation concluded that the incident affected customers on the Sites who placed or attempted to place an online order between September 27, 2017 and October 12, 2017 and entered their payment card information manually on the checkout screen. Sears has notified the credit card companies of this incident, and our vendor has assured us that it has removed the script from its code and secured its systems. There is no evidence that our stores were compromised or that any internal Sears systems were accessed by those responsible.

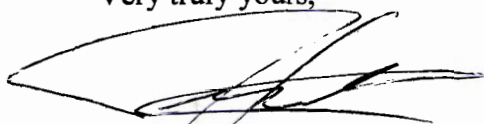
We will be sending notification letters to each affected individual for whom Sears had sufficient contact information. We expect to send these notifications on April 25, 2018. A generic sample copy of the notification letter that will be mailed to affected individuals is enclosed. Sears does not have sufficient information to identify any additional New Hampshire customers who attempted to place an order but the payment card was declined, and therefore is providing substitute notice as set forth in state law.

2018 APR 27 AM 9:50  
STATE OF NH  
DEPT OF JUSTI

If you have any questions, please contact me at 847-286-6356 or  
Jeremy.Holbrook@searshc.com.

Sincerely,

Very truly yours,

A handwritten signature in black ink, appearing to read 'Jeremy R. Holbrook', written over a large, loopy flourish.

Jeremy R. Holbrook

Enclosures



3333 Beverly Rd  
Hoffman Estates, IL 60179

April 25, 2018

D7052-L01-0123456 0001 00000001 \*\*\*\*\*MIXED AADC 159  
SAMPLE A SAMPLE - GENERAL



APT ABC  
123 ANY ST  
ANYTOWN, US 12345-6789



***Important Payment Card Security Notification.  
Please read this entire letter.***

Dear Sample A Sample,

Sears Holdings (“Sears”) was recently notified, by a vendor providing online support services on our websites at Sears.com and Kmart.com, that the vendor had experienced a security incident in which an unauthorized individual incorporated a malicious script into our vendor’s code which was used to provide certain services on our websites. The malicious script collected names, addresses, and payment card information. You are receiving this letter because our records show that information about your Card Type ending in ##### may have been affected by this incident.

As soon as our vendor informed us of this incident in mid-March, Sears notified the payment card companies to help prevent potential fraud, and conducted a thorough investigation of the incident. The investigation concluded that the incident affected some customers on Sears.com and Kmart.com who completed an online order between September 27, 2017 and October 12, 2017 and entered their payment card information manually on the checkout screen. Our vendor has assured us that it has taken steps to secure its systems and prevent this type of incident from occurring again in the future. There is no evidence that our stores were compromised or that any internal Sears systems were accessed by those responsible.

We are cooperating with law enforcement authorities as they investigate this incident. Law enforcement authorities have not asked us to delay sending this notice to you because of their investigation. We encourage you to remain vigilant for incidents of fraud and identity theft by carefully reviewing your payment card statements for unauthorized charges and monitoring free credit reports for fraudulent activity. If you suspect that an unauthorized charge has been placed on your account, you can report it to your payment card issuer. According to the payment card brands’ policies, you are not responsible for unauthorized charges to your account if you report them in a timely manner. If you suspect that you may be the victim of identity theft, you should contact your local law enforcement, state attorney general, and/or the Federal Trade Commission.

0123456



We deeply regret that this incident occurred and apologize for any inconvenience it has caused you. If you have any questions about this incident, please do not hesitate to contact our customer care center at (888) 488-5978 or visit our website [www.searsholdings.com/update](http://www.searsholdings.com/update), where we provide information regarding the incident and will post updates as necessary.

Sincerely,

Leena Munjal  
Chief Digital Officer



3333 Beverly Rd  
Hoffman Estates, IL 60179

April 25, 2018

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Leena Munjal  
Chief Digital Officer