



P.O. Box 989728  
West Sacramento, CA 95798-9728

<<First Name>> <<Last Name>>  
<<Address1>>  
<<Address2>>  
<<City>>, <<State>> <<Zip>>  
<<Country>>

October 31, 2024

**RE: Notice of Data Breach**  
**Please read this entire letter**

Dear <<First Name>> <<Last Name>>:

We write to inform you of a data security incident that may have impacted some of your personal information. SelectBlinds is an online retailer that offers custom window coverings. We take the security of your personal information very seriously, and we sincerely regret having to share this news with you. This letter contains information about what happened, actions we have taken to prevent a reoccurrence, and steps you can take to protect your information.

#### **What Happened?**

Beginning on or about January 7, 2024, an unauthorized third party embedded malware on the SelectBlinds website that allowed data scraping on sales transactions that were entered on the check-out page. We became aware of the incident on September 28, 2024, and, following our incident response process, immediately launched an investigation with the assistance of external cybersecurity experts to minimize incident impact, determine the scope of the incident, and assess what data may have been involved. We completed our investigation on October 10, 2024.

#### **What Information Was Involved?**

Through our investigation, we learned that certain data may have been accessed and obtained without authorization by a third party. This data includes your name, email, shipping and billing addresses, and phone number, along with your payment card information, including card number, expiration date, and security (CVV) code.

#### **What We Are Doing**

SelectBlinds takes the security of all information in our systems very seriously, and we want to assure you that we've already taken steps to prevent a reoccurrence. We quickly contained the incident and eradicated the malware and elements of unauthorized access. Among other actions, we have increased monitoring, further improved security controls, and reinforced our systems. In addition, out of an abundance of caution, if you have a user account on [www.selectblinds.com](http://www.selectblinds.com), we have temporarily locked your account. The next time you go to log in, you will be prompted to securely change your password.

#### **What You Can Do**

We recommend that you review the additional information enclosed, which contains important steps you can take to protect your personal information. You should review your payment card statements for any unauthorized charges and report those charges to your credit card issuer. Federal law limits a cardholder's liability in the event of credit card fraud.

#### **For More Information**

If you would like to request any additional information about this incident, please contact us at 1-866-586-7032. Protecting your information is important to us. We appreciate your patience and understanding.

Sincerely,

SelectBlinds

### **Additional Important Information**

**Monitoring:** You should always remain vigilant for incidents of fraud and identity theft by reviewing payment card account statements and monitoring your credit reports for suspicious or unusual activity and immediately report any suspicious activity or incidents of identity theft. You have the right to obtain or file a police report. You can contact the Federal Trade Commission for more information on preventing identity theft.

**Federal Trade Commission, Consumer Response Center**  
600 Pennsylvania Ave, NW Washington, DC 20580, 1-877-IDTHEFT (438-4338) [www.identitytheft.gov](http://www.identitytheft.gov)

**Credit Reports:** You may obtain a copy of your credit report, free of charge, whether or not you suspect any unauthorized activity on your account. You may obtain a free copy of your credit report from each of the three nationwide credit reporting agencies. To order your 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 at [www.consumer.ftc.gov/articles/0155-free-credit-reports](http://www.consumer.ftc.gov/articles/0155-free-credit-reports)) to: Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA, 30348-5281.

**Fraud Alerts:** You have the right to place fraud alerts with the three credit bureaus by phone and online with Equifax ([https://assets.equifax.com/assets/personal/Fraud\\_Alert\\_Request\\_Form.pdf](https://assets.equifax.com/assets/personal/Fraud_Alert_Request_Form.pdf)), Experian ([www.experian.com/fraud/center.html](http://www.experian.com/fraud/center.html)) or Transunion ([www.transunion.com/fraud-victim-resource/place-fraud-alert](http://www.transunion.com/fraud-victim-resource/place-fraud-alert)). A fraud alert tells creditors to follow certain procedures, including contacting you, before they open any new accounts or change your existing accounts. For that reason, placing a fraud alert can protect you, but also may delay you when you seek to obtain credit. Initial fraud alerts last for one year. Victims of identity theft can also get an extended fraud alert for seven years. The phone numbers for all three credit bureaus are at the bottom of this page.

**Security Freeze:** You also have the right to place a security freeze on your credit report. 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 need to make a request to each consumer reporting agency by visiting their websites below or by mail. In order to place the security freeze for yourself, your spouse, or a minor under the age of 16, you will need to provide your name, address for the past two years, date of birth, Social Security number, proof of identity and proof of address as requested by the credit reporting company. After receiving your freeze request, each credit reporting company will send you a confirmation letter containing a unique PIN (personal identification number) or password, which will be required to lift the freeze, which you can do either temporarily or permanently. It is free to place, lift, or remove a security freeze.

**Equifax Security Freeze**

P.O. Box 105788  
Atlanta, GA 30348-5788  
[www.equifax.com/personal/credit-report-services/credit-freeze/](http://www.equifax.com/personal/credit-report-services/credit-freeze/)  
1-866-478-0027

**Experian Security Freeze**

P.O. Box 9554  
Allen, TX 75013-9544  
<http://www.experian.com/freeze/center.html>  
1-888-397-3742

**TransUnion Security Freeze**

P.O. Box 160  
Woodlyn, PA 19094  
[www.transunion.com/credit-freeze](http://www.transunion.com/credit-freeze)  
1-800-916-8800

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

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

**For residents of New Mexico:** You are advised to review personal account statements and credit reports, as applicable, to detect errors resulting from the security incident. You have rights under the federal Fair Credit Reporting Act (FCRA). These include, among others, the right to know what is in your file; to dispute incomplete or inaccurate information; and to have consumer reporting agencies correct or delete inaccurate, incomplete, or unverifiable information. For more information about the FCRA, please visit [https://files.consumerfinance.gov/f/201504\\_cfpb\\_summary\\_your-rights-under-fcra.pdf](https://files.consumerfinance.gov/f/201504_cfpb_summary_your-rights-under-fcra.pdf) or see the contact information for the Federal Trade Commission listed below.

**For residents of District of Columbia, Maryland, New York, North Carolina, and Rhode Island:**

You can obtain information from the District of Columbia, Maryland, North Carolina, New York, and Rhode Island Offices of the Attorney General and the Federal Trade Commission about fraud alerts, security freezes, and steps you can take toward preventing identity theft. There were 815 Rhode Island residents notified in this incident.

**DC Attorney General**  
400 6<sup>th</sup> Street NW  
Washington, DC 20001  
1-202-442-9828  
[www.oag.dc.gov](http://www.oag.dc.gov)

**Maryland Office of Attorney General**  
200 St. Paul Pl  
Baltimore, MD 21202  
1-888-743-0023  
<https://www.marylandattorneygeneral.gov/>

**New York Attorney General**  
120 Broadway, 3rd Fl  
New York, NY 10271  
1-800-771-7755  
[www.ag.ny.gov](http://www.ag.ny.gov)

**North Carolina Attorney General**  
9001 Mail Service Ctr  
Raleigh, NC 27699  
1-877-566-7226  
<https://ncdoj.gov/>

**Rhode Island Attorney General**  
150 South Main St  
Providence RI 02903  
1-401-274-4400  
[www.riag.ri.gov](http://www.riag.ri.gov)