

JONES DAY

2727 NORTH HARWOOD STREET • DALLAS, TEXAS 75201.1515
TELEPHONE: +1.214.220.3939 • FACSIMILE: +1.214.969.5100

DIRECT NUMBER: (214) 969-3788
JJOHNSON@JONESDAY.COM

JP018145

September 4, 2019

BY U.S. MAIL

Consumer Protection Division
Security Breach Notifications
Office of the Attorney General of Iowa
1305 E. Walnut Street
Des Moines, Iowa 50319-0106

Re: Data Security Incident

To Whom It May Concern:

I am writing on behalf of CafePress Inc. ("CafePress") to notify you of a data security incident involving the personal information of Iowa residents.

On August 6, 2019, CafePress discovered that customer records were purportedly offered for sale and available on the dark web. The company investigated the issue and determined that an unidentified third party obtained customer information, without authorization, that was contained in a CafePress database. Based on our investigation to date, this may have occurred on or about February 19, 2019.

While CafePress has not been able to forensically confirm that customer information was obtained from its database, CafePress is notifying by mail, as expeditiously as possible, approximately 1,248 Iowa residents whose information included social security numbers and/or tax identification numbers beginning on September 4, 2019, and is offering credit-monitoring and identity-protection services through Experian to those residents at no charge for a period of two years.

CafePress is fully committed to protecting customer information and deeply regrets that this incident occurred. Out of an abundance of caution, the company also is notifying these residents, and an additional 143,972 Iowa residents by electronic mail, whose information may have included names, email addresses, passwords to CafePress accounts, and other information (physical addresses, phone numbers, and in a small number of cases, only the last four digits of credit card numbers and expiration dates).

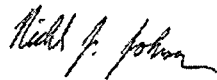
CafePress has contacted and is cooperating with federal law enforcement authorities and has taken various steps to further enhance the security of its systems and customer information. Previously, CafePress discovered and remediated a security vulnerability related to the database on or around March 13, 2019, and had no forensic evidence to conclude that an incident occurred at that time. CafePress later required all individuals that accessed its website on or after April 15, 2019, to change the passwords to their CafePress accounts. The passwords that may have been obtained during this incident were therefore no longer effective as of April 15, 2019. Additionally, the database has been moved to a different environment.

AMSTERDAM • ATLANTA • BEIJING • BOSTON • BRISBANE • BRÜSSELS • CHICAGO • CLEVELAND • COLUMBUS • DALLAS • DETROIT
DUBAI • DÜSSELDORF • FRANKFURT • HONG KONG • HOUSTON • IRVINE • LONDON • LOS ANGELES • MADRID • MELBOURNE
MEXICO CITY • MIAMI • MILAN • MINNEAPOLIS • MOSCOW • MUNICH • NEW YORK • PARIS • PERTH • PITTSBURGH • SAN DIEGO
SAN FRANCISCO • SÃO PAULO • SAUDI ARABIA • SHANGHAI • SILICON VALLEY • SINGAPORE • SYDNEY • TAIPEI • TOKYO • WASHINGTON

September 4, 2019
Page 2

Notice templates are attached, and the notices have not been delayed as a result of notifying law enforcement of the incident. If you have any questions, please contact me at (214) 969-3788.

Very truly yours,

A handwritten signature in black ink, appearing to read "Jay Johnson", written in a cursive style.

Jay Johnson



CafePress Inc.
11909 Shelbyville Road
Louisville, KY 40243

September 3, 2019



E8546-L01-0000001 P001 T00002 *****MIXED AADC 159
SAMPLE A SAMPLE - L01 - GENERAL
APT ABC
123 ANY ST
ANYTOWN, US 12345-6789



Dear Sample A Sample:

We are writing to notify you of a data security incident involving your personal information. This letter explains what happened and provides information about what you can do in response. We are taking this matter very seriously and sincerely regret any concern it may cause you.

What Happened

CafePress recently discovered that an unidentified third party obtained customer information, without authorization, that was contained in a CafePress database. Based on our investigation to date, this may have occurred on or about February 19, 2019.

What Information Was Involved

The information may have included your name, email address, the password to your CafePress account, and other information (physical address, phone number, and in a small number of cases, only the last four digits of your credit card number and credit card expiration date). The information also included your Social Security Number and/or Tax Identification Number.

What We Are Doing

We have been diligently investigating this incident with the assistance of outside experts. We also have contacted and are cooperating with federal law enforcement authorities. In addition, we have taken various steps to further enhance the security of our systems and your information, and the affected database has been moved to a different environment.

What You Can Do

As described in the enclosed document titled "Additional Resources," we recommend you remain vigilant and take steps to protect against identity theft or fraud, including monitoring your accounts and free credit reports for signs of suspicious activity.

We also recommend that you visit the CafePress website and log in to any online account you may have, which should prompt you to change your account password, if you have not done so recently. In general, you should always ensure that you are not using the same password across multiple accounts, and that you are using strong passwords that are not easy to guess.

0000001



E8546-L01

To further protect your identity, we are offering you a complimentary two-year membership into Experian's® IdentityWorksSM, which provides credit monitoring and identity theft resolution services. To activate your membership, please follow the steps below:

- Ensure that you enroll by: 12/31/19 (Your code will not work after this date.)
- Visit the Experian IdentityWorks website to enroll: <https://www.experianidworks.com/credit>
- Provide your activation code: ABCDEFGHI

If you have questions about the service, need assistance with identity restoration, or would like an alternative to enrolling in Experian IdentityWorks online, please contact Experian's customer care team at 1-855-347-6511 Monday–Friday from 9:00 a.m. to 9:00 p.m. ET or Saturday–Sunday from 11:00 a.m. to 8:00 p.m. ET by 12/31/19. Please be prepared to provide **engagement number DB14396** as proof of eligibility for the identity restoration services by Experian. The enclosed document titled “Your IdentityWorks Membership” provides more information on how to take advantage of this additional protection.

Tax-Related Identity Theft

Taxpayers should be mindful of tax-related identity theft, which includes incidents where someone uses a stolen taxpayer identification number to file a tax return claiming a fraudulent refund. If you e-file your tax return and discover that a return has already been filed using your tax information, or if the IRS sends you a letter saying it has identified a suspicious return using your information, you should visit the IRS's identity theft web page at <https://www.irs.gov/uac/Taxpayer-Guide-to-Identity-Theft> and follow the instructions. You can also visit that website in advance of any e-filing of your returns to explore possible identity theft protections offered by the IRS.

For More Information

If you have any questions or concerns for CafePress, please contact: 1-855-347-6511 Monday–Friday from 9:00 a.m. to 9:00 p.m. ET or Saturday–Sunday from 11:00 a.m. to 8:00 p.m. ET.

We are fully committed to protecting your information, and we deeply regret that this incident occurred.

Sincerely,

**cafe
press inc.**

ADDITIONAL RESOURCES

You may obtain a free copy of your credit report from each of the three credit reporting agencies by visiting www.annualcreditreport.com or by calling 1-877-322-8228. You can request information regarding fraud alerts, security freezes, and identity theft from the following credit reporting agencies:

- **Experian**, <https://www.experian.com/help>, 1-888-397-3742, P.O. Box 9554, Allen, TX 75013
- **TransUnion**, <https://www.transunion.com/credit-help>, 1-888-909-8872, P.O. Box 2000, Chester, PA 19016-2000
- **Equifax**, <https://www.equifax.com/personal/credit-report-services>, 1-800-685-1111, P.O. Box 105788, Atlanta, GA 30348

You can contact these credit bureaus to place a “fraud alert” on your credit file that alerts creditors to take additional steps to verify your identity prior to granting credit in your name. When one credit bureau confirms your fraud alert, the others are notified to place fraud alerts on your file.

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. You can request a security freeze from each of the three major consumer-reporting agencies online, by telephone, or by mail via the contact information listed above. To place a security freeze, you may need to provide the following information:

- Your full name (including middle initial as well as Jr., Sr., II, III, etc.)
- Social Security number
- Date of birth
- The addresses where you have lived over the prior five years
- Proof of current address such as a current utility bill or telephone bill
- A legible photocopy of a government-issued identification card (state driver’s license or ID card, military identification, etc.)

You can also receive information from the Federal Trade Commission (“FTC”) regarding fraud alerts, security freezes, your rights under the Fair Credit Reporting Act, and how to avoid and report identity theft: FTC Identity Theft Clearinghouse, 600 Pennsylvania Avenue, NW, Washington, D.C. 20580, consumer.ftc.gov, 1-877-438-4338.

We also recommend that you visit the CafePress website to change the password to your account. You should ensure that you are not using the same password across multiple accounts, and that you are using strong passwords that are not easy to guess.

Additional information:

- **Iowa residents** are advised to report any suspected identity theft to law enforcement or to the Office of the Attorney General of Iowa, Hoover State Office Building, 1305 E. Walnut Street, Des Moines, Iowa 50319-0106, www.iowaattorneygeneral.gov, 1-888-777-4590.
- **Maryland residents** may contact the Maryland Office of the Attorney General, Consumer Protection Division, 200 St. Paul Place, Baltimore, MD 21202, www.oag.state.md.us, 1-888-743-0023 for information about preventing identity theft.
- **Massachusetts residents** 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.
- **North Carolina residents** may contact the North Carolina Office of the Attorney General, Consumer Protection Division, 9001 Mail Service Center, Raleigh, NC 27699-9001, www.ncdoj.gov, 1-877-566-7226 for information about preventing identity theft.
- **Oregon residents** are advised to report any suspected identity theft to law enforcement, the Federal Trade Commission, and the Oregon Attorney General, Oregon Department of Justice, 1162 Court St. NE, Salem, OR 97301-4096, www.doj.state.or.us, 1-877-877-9392.

0000001



- **Rhode Island residents** may contact the Office of the Attorney General of Rhode Island, 150 South Main Street, Providence, Rhode Island 02903, www.riag.ri.gov, (401) 274-4400. In Rhode Island, you may file or obtain a police report.
- Contact information for the other Attorneys General is available at www.naag.org/current-attorneys-general.php.

ADDITIONAL DETAILS REGARDING YOUR IDENTITYWORKS MEMBERSHIP

A credit card is **not** required for enrollment in Experian IdentityWorks.

You can contact Experian **immediately** regarding any fraud issues, and have access to the following features once you enroll in Experian IdentityWorks:

- **Experian credit report at signup:** See what information is associated with your credit file. Daily credit reports are available for online members only.*
- **Credit Monitoring:** Actively monitors Experian, Equifax and Transunion files for indicators of fraud.
- **Identity Restoration:** Identity Restoration specialists are immediately available to help you address credit and non-credit related fraud.
- **Experian IdentityWorks ExtendCARE™:** You receive the same high-level of Identity Restoration support even after your Experian IdentityWorks membership has expired.
- **Up to \$1 Million Identity Theft Insurance**:** Provides coverage for certain costs and unauthorized electronic fund transfers.

If you believe there was fraudulent use of your information and would like to discuss how you may be able to resolve those issues, please reach out to an Experian agent at 1-855-347-6551. If, after discussing your situation with an agent, it is determined that Identity Restoration support is needed, then an Experian Identity Restoration agent is available to work with you to investigate and resolve each incident of fraud that occurred (including, as appropriate, helping you with contacting credit grantors to dispute charges and close accounts; assisting you in placing a freeze on your credit file with the three major credit bureaus; and assisting you with contacting government agencies to help restore your identity to its proper condition).

Please note that this Identity Restoration support is available to you for two years from the date of this letter and does not require any action on your part at this time. The Terms and Conditions for this offer are located at www.ExperianIDWorks.com/restoration. You will also find self-help tips and information about identity protection at this site.

* Offline members will be eligible to call for additional reports quarterly after enrolling

** Identity theft insurance is underwritten by insurance company subsidiaries or affiliates of American International Group, Inc. (AIG). The description herein is a summary and intended for informational purposes only and does not include all terms, conditions and exclusions of the policies described. Please refer to the actual policies for terms, conditions, and exclusions of coverage. Coverage may not be available in all jurisdictions

Data Security Incident

Dear Valued Customer,

We are writing to notify you of a data security incident involving your personal information. This email explains what happened and provides information about what you can do in response. We are taking this matter very seriously and sincerely regret any concern it may cause you.

What Happened

CafePress recently discovered that an unidentified third party obtained customer information, without authorization, that was contained in a CafePress database. Based on our investigation to date, this may have occurred on or about February 19, 2019.

What Information Was Involved

The information may have included your name, email address, the password to your customer CafePress account, and other information.

What We Are Doing

We have been diligently investigating this incident with the assistance of outside experts. We also have contacted and are cooperating with federal law enforcement authorities. In addition, we have taken various steps to further enhance the security of our systems and your information, and the affected database has been moved to a different environment.

What You Can Do

As described in the "Additional Resources" section below, we recommend you remain vigilant and take steps to protect against identity theft or fraud, including monitoring your accounts and free credit reports for signs of suspicious activity.

We also recommend that you visit the CafePress website at www.cafepress.com and log in to any online account you may have, which should prompt you to change your account password, if you have not done so recently. In general, you should always ensure that you are not using the same password across multiple accounts, and that you are using strong passwords that are not easy to guess.

For More Information

If you have any questions or concerns for CafePress, please contact: 1-844-386-9557 Monday-Friday from 9:00 a.m. to 9:00 p.m. ET or Saturday-Sunday from 11:00 a.m. to 8:00 p.m. ET.

We are fully committed to protecting your information, and we deeply regret that this incident occurred.

Sincerely,



ADDITIONAL RESOURCES

You may obtain a free copy of your credit report from each of the three credit reporting agencies by visiting www.annualcreditreport.com or by calling 1-877-322-8228. You can request information regarding fraud alerts, security freezes, and identity theft from the following credit reporting agencies:

- **Experian**, <https://www.experian.com/help>, 1-888-397-3742, P.O. Box 9554, Allen, TX 75013
- **TransUnion**, <https://www.transunion.com/credit-help>, 1-888-909-8872,

P.O. Box 2000, Chester, PA 19016-2000

- **Equifax**, <https://www.equifax.com/personal/credit-report-services>, 1-800-685-1111, P.O. Box 105788, Atlanta, GA 30348

You can contact these credit bureaus to place a "fraud alert" on your credit file that alerts creditors to take additional steps to verify your identity prior to granting credit in your name. When one credit bureau confirms your fraud alert, the others are notified to place fraud alerts on your file.

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. You can request a security freeze from each of the three major consumer-reporting agencies online, by telephone, or by mail via the contact information listed above. To place a security freeze, you may need to provide the following information:

- Your full name (including middle initial as well as Jr., Sr., II, III, etc.)
- Social Security number
- Date of birth
- The addresses where you have lived over the prior five years
- Proof of current address such as a current utility bill or telephone bill
- A legible photocopy of a government-issued identification card (state driver's license or ID card, military identification, etc.)

You can also receive information from the Federal Trade Commission ("FTC") regarding fraud alerts, security freezes, your rights under the Fair Credit Reporting Act, and how to avoid and report identity theft: FTC Identity Theft Clearinghouse, 600 Pennsylvania Avenue, NW, Washington, D.C. 20580, consumer.ftc.gov, 1-877-438-4338.

Additional information:

- **Iowa residents** are advised to report any suspected identity theft to law enforcement or to the Office of the Attorney General of Iowa, Hoover State Office Building, 1305 E. Walnut Street, Des Moines, Iowa 50319-0106, www.iowaattorneygeneral.gov, 1-888-777-4590.
- **Maryland residents** may contact the Maryland Office of the Attorney General, Consumer Protection Division, 200 St. Paul Place, Baltimore, MD 21202, www.oag.state.md.us, 1-888-743-0023 for information about preventing identity theft.
- **Massachusetts residents** 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.
- **North Carolina residents** may contact the North Carolina Office of the Attorney General, Consumer Protection Division, 9001 Mail Service Center, Raleigh, NC 27699-9001, www.ncdoj.gov, 1-877-566-7226 for information about preventing identity theft.
- **Oregon residents** are advised to report any suspected identity theft to law enforcement, the Federal Trade Commission, and the Oregon Attorney General, Oregon Department of Justice, 1162 Court St. NE, Salem, OR 97301-4096, www.doj.state.or.us, 1-877-877-9392.
- **Rhode Island residents** may contact the Office of the Attorney General of Rhode Island, 150 South Main Street, Providence, Rhode Island 02903, www.riag.ri.gov, (401) 274-4400. In Rhode Island, you may file or obtain a police report.
- Contact information for the other Attorneys General is available at www.naag.org/current-attorneys-general.php.