



The **SCHWAN**  
**FOOD COMPANY**  
SCHWAN'S SHARED SERVICES, LLC

IA Attorney General  
Hoover State Office Building 1305 E. Walnut  
Des Moines, IA 50319

**August 4, 2016**

*Re: CARDSource and Potentially Compromised Schwan's Data*

Dear Honorable Attorney General,

On behalf of my client, Schwan's Home Service, Inc. ("Schwan's"), please allow this correspondence to serve as written notification that CARDSource, a third-party vendor which produces numbered plastic payment cards tied solely to the *Schwan'sPay*® accounts of my client's customers, has determined after exhaustive investigation and assistance of the Federal Bureau of Investigation that the records of 323 IA Schwan's customers, as of August 1, 2016 may have been exposed to a hacker of foreign origin as far back as October 9, 2015. While there is no record that any or all of these customer records may have been accessed in the CARDSource systems by the hacker, they were vulnerable to viewing and therefore are conservatively considered by Schwan's to be compromised.

These records were held by CARDSource in a contracted data center, and contained the following information for those 323 customers: name, address, phone number, email address and *Schwan'sPay*® card number. The *Schwan'sPay*® card number ties directly to each customer's Schwan's account, which in turn can allow for the debiting of that customer's bank account on file with Schwan's. All 323 affected *Schwan'sPay*® cards on file with CARDSource have been disabled by Schwan's out of an abundance of caution, and upon thorough review, no fraudulent or even questionable activity has been detected in those customers' accounts. The likelihood of actual harm, financial or otherwise, is by my client's reasonable calculation to be extremely low or non-existent due to the fact that the card can only be used for purchases with Schwan's and alignment of all three accounts is necessary for a debit transaction; however, the possibility of phishing or social engineering scams cannot be entirely ruled out.

Therefore a notification, in substantially similar form as the documentation attached hereto, has been sent to all affected customers in this matter. Should you or your office have any further questions relating to this matter, please contact me at your convenience by the means set forth below.

Sincerely,

Nicholas Simonson, Sr. Corporate Attorney  
Schwan's Shared Services, LLC Law Dept.  
Attorneys for Schwan's Home Service, Inc.  
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