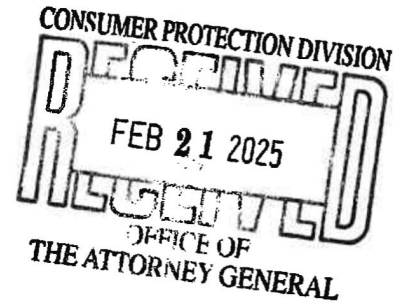


February 17, 2025

Office of the Attorney General
Attn: Security Breach Notification
200 St. Paul Place
Baltimore, MD 21202



To Whom It May Concern,

Please let this letter serve as the required notification under PIPA. Below is an explanation of the incident and the context of the letter we are sending the 6 affected customers.

We are reaching out to inform you of an extremely isolated and rare incident that may have involved some elements of your personal data. While we have no evidence of misuse, we believe in transparency and want to provide you with the information and resources necessary to protect your identity. Upon discovery, we immediately took action to secure the data, launched a thorough investigation, and reported this incident to the Maryland Office of the Attorney General in accordance with Maryland state law at 200 St. Paul Place, Baltimore, MD 21202. They are a resource for you as well, their toll-free number is 1-888-743-0023, and website is www.marylandattorneygeneral.gov

On January 23, 2025, we identified a data security issue that may have exposed certain personal information. While this incident was contained quickly, and only affected 6 people total out of our nearly 500,000 customers annually, there is a possibility that some of your data, such as name and social security number, was briefly exposed.

To ensure your safety and prevent identity theft, individuals can obtain information from the sources below and we recommend taking the following steps:

- Contact any of the three major credit bureaus to place a fraud alert (free for one year) or a credit freeze (restricts access to your credit file).
 - Equifax: 1-800-525-6285 | www.equifax.com
 - Experian: 1-888-397-3742 | www.experian.com
 - TransUnion: 1-800-680-7289 | www.transunion.com
- Visit www.annualcreditreport.com or call 1-877-322-8228 to request your free credit reports.
- The Federal Trade Commission (FTC) at 600 Pennsylvania Avenue NW., Washington, DC 20580 Phone, Consumer Response Center 877-382-4357, www.ftc.gov provides a lot of consumer information.
- Regularly check your financial statements and credit reports for any suspicious activity.
- Lastly, if you suspect fraud, contact your bank, credit card provider, and law enforcement if necessary.

We are sincerely committed to protecting your information. If you have any questions or need further assistance, please contact Customer Support at 888.850.0889 or email us at support@theceshop.com.

Your trust is important to us, and we appreciate the opportunity to serve you.

Sincerely,



Fran Kutner

Paralegal