

Small Dog Electronics, Inc.  
1673 Main Street  
Waitsfield, Vermont 05673



**Small Dog  
Electronics**  
*Always By Your Side*

## NOTICE OF POTENTIAL CREDIT CARD INFORMATION BREACH

March 3, 2010

Dear

Thank you for your prior order from the Small Dog Electronics web site. We greatly appreciate your business and hope that you will come back again. Small Dog Electronics strives to protect your privacy in placing orders at our web site.

I am very sorry to report that we have had a security breach in our database by an unauthorized third party during the period of time that your order was placed. As a result, it is possible that your credit card information as well as your name, address, email address and phone number have fallen into the hands of those making this unauthorized intrusion into our order system.

The security breach has been corrected as we have taken security measures to prevent future intrusions to our database.

Please accept our most sincere apologies. We take your privacy and your trust very seriously. We are committed to making customers for life and while I do not like to have to inform you of this temporary security breach, we know that it is the right thing to do.

The second sheet included with this letter contains details on what you should do next to protect your Personal Information

Please contact Cindy Fuller, assistant controller at [cindy@smalldog.com](mailto:cindy@smalldog.com) or call 800-511-6227 ext 670 if you have any questions (email is preferred).

Sincerely,

Don Mayer  
CEO

P.S. We are sending this letter again in the event you missed it the first time, as well as to clarify the scope of the breach.

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## What You Should Do to Protect Your Personal Information

We recommend you remain vigilant and consider taking one or more of the following steps to protect your personal information:

**1. Check Your Credit Report and Consider Placing a Fraud Alert.** You may want to contact the nationwide credit-reporting agencies as soon as possible to:

Add a fraud alert statement to your credit file at all three national credit-reporting agencies: Equifax, Experian, and TransUnion. You only need to contact one of the three agencies listed below; your request will be shared with the other two agencies. This fraud alert will remain on your credit file for 90 days.

Remove your name from mailing lists of pre-approved offers of credit for approximately six months.

Receive a free copy of your credit report by going to [www.annualcreditreport.com](http://www.annualcreditreport.com).

Equifax P.O. Box 105069 Atlanta, GA 30348-5069 (800) 525-6285 <a href="http://www.equifax.com">www.equifax.com</a>	Experian P.O. Box 9554 Allen, TX 75013 (888) 397-3742 <a href="http://www.experian.com/consumer">www.experian.com/consumer</a>	TransUnion P.O. Box 6790 Fullerton, CA 92834 (800) 680-7289 <a href="http://www.transunion.com">www.transunion.com</a>
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**2. Review Your Account Statements.** If you aren't already doing so, please pay close attention to all bills and credit-card charges you receive for items you did not contract for or purchase. Review all of your bank account statements frequently for checks, purchases or deductions not made by you. Note that even if you do not find suspicious activity initially, you should continue to check this information periodically since identity thieves sometimes hold on to stolen personal information before using it.

**3. Consult the Federal Trade Commission.** The Federal Trade Commission ("FTC") offers consumer assistance and educational materials relating to identity theft, privacy issues and how to avoid identity theft. The FTC can be contacted either by visiting [www.ftc.gov](http://www.ftc.gov), [www.consumer.gov/idtheft](http://www.consumer.gov/idtheft), or by calling (877) 438-4338. If you suspect or know that you are the victim of identity theft, you can report this to the Fraud Department of the FTC, who will collect all information and make it available to law-enforcement agencies. Contact information for the FTC is:

Federal Trade Commission  
Consumer Response Center  
600 Pennsylvania Avenue  
NW Washington, DC 20580

**4. Consider Placing a Security Freeze.** You may wish to place a security freeze on your credit file. A security freeze prohibits a consumer reporting agency from releasing any information from a consumer's credit report without written authorization. Please be aware, however, 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.

To place a security freeze on your credit report, you must send a written request to each of the three major consumer reporting agencies by regular, certified, or overnight mail at the addresses below:

Equifax Security Freeze P.O. Box 105788 Atlanta, GA 30348	Experian Security Freeze P.O. Box 9554 Allen, TX 75013	TransUnion Security Freeze P.O. Box 6790 Fraud Victim Assistance Fullerton, CA 92834
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When requesting a security freeze, you will need to provide the following information: (1) your full name; (2) your Social Security number; (3) your date of birth; (4) if you have moved in the past two years, the addresses where you have lived during that period; (5) proof of your current address, such as a current utility or telephone bill; and (6) a legible copy of your government-issued identification card, such as a state driver's license, state ID card, or military ID card. If you have been a victim of identity theft, and you provide the consumer reporting agency with a valid police report, the consumer reporting agency cannot charge you to place, lift, or remove a security freeze. In all other cases, the consumer reporting agency may charge you up to \$5.00 each to place, temporarily lift, or permanently remove a security freeze. You will need to include payment by check, money order, or major credit card. Do not send cash through the mail.

The consumer reporting agencies have three business days after receiving your request to place a security freeze on your credit report. They also must send written confirmation to you within five business days and provide you with a unique personal identification number (PIN) or password, or both, that you can use to authorize the removal or lifting of the security freeze.

To lift the security freeze in order to allow a specific entity or individual access to your credit report, you must call or send a written request to the consumer reporting agencies by mail and include proper identification (name, address, and Social Security number) and the PIN number or password provided to you when you placed the security freeze, as well as the identities of those entities or individuals you would like to receive your credit report or the specific period of time you want the credit report to be available. The consumer reporting agencies have three business days after receiving your request to lift the security freeze for those specific entities or individuals or for the specified period of time.

You may also get information about security freezes by contact the credit bureaus at the following addresses:

**Equifax:**

[https://www.freeze.equifax.com/Freeze/jsp/SFF\\_PersonalIDInfo.jsp](https://www.freeze.equifax.com/Freeze/jsp/SFF_PersonalIDInfo.jsp)

**Experian:**

[http://www.experian.com/consumer/security\\_freeze.html](http://www.experian.com/consumer/security_freeze.html)

**TransUnion:**

<http://www.transunion.com/corporate/personal/fraudIdentityTheft/fraudPrevention/securityFreeze.page>