



Bailey's Inc.
baileysonline.com

NOTICE OF DATA BREACH

What Happened

In January 2016, we sent our customers a notification that their credit card information and other personal information may have been stolen due to a cyber attack on our website, BaileysOnline.com. In that notice, we informed our customers that the compromise event began on September 25, 2015.

Following an extensive eight week forensic examination, we have recently learned that the cyber attacks actually first occurred in December 2011. The forensic examination shows that beginning in December 2011, a person or persons without authorization accessed and possibly stole credit card information from our website belonging to our customers. The thief or thieves accessed our website remotely and overcame our firewall and security protections. Of these exposed cards, nearly 25% were MasterCard® cards, 64% were VISA® cards, and fewer than 5% and 6% were American Express® and Discover® cards, respectively.

If you are receiving this letter, then we have identified you as one of the people who placed an order or opened an account within the affected date range, December 1, 2011 to January 26, 2016, and you may have had certain protected information misappropriated.

We cannot be certain whether your data was stolen. However, because there is a possibility that your data was stolen, we are required by law to notify you that you made a purchase and/or opened an account with Bailey's during the affected range.

What Information Was Involved

The types of information stolen appears to include credit card numbers, cardholder names, CCV numbers, credit card expiration dates, addresses and phone numbers, email addresses, log- in and password to BaileysOnline.com, and other information typed into our website related to your order.

The following information is NOT included in what was taken: PINs (personal identification numbers), Social Security numbers, bank account numbers, and other personally identifiable information.

What We Are Doing

We have reported the theft to various law enforcement agencies, and are cooperating with them in their investigation. We also have notified Wells Fargo Bank, which handles our credit card transactions, along with MasterCard®, VISA®, American Express® and Discover®. We have no indication that any PayPal accounts were impacted.