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Neiman Marcus | Group

To our loyal Neiman Marcus Group customers:

We deeply regret and are very sorry that some of our customers' payment cards were used fraudulently after making purchases at our stores. We have taken steps to notify those affected customers for whom we have contact information. We aim to protect your personal and financial information. We want you *always* to feel confident shopping at Neiman Marcus, and your trust in us is our absolute priority.

Here is the information we have learned so far, based on the ongoing investigations:

- Social security numbers and birth dates were not compromised.
- Our Neiman Marcus and Bergdorf Goodman cards have not seen any fraudulent activity.
- Customers that shopped online do not appear to have been impacted.
- PINs were never at risk because we do not use PIN pads in our stores.

We have also provided a Question and Answer section for additional information.

While the forensic and criminal investigations are ongoing, we know that malicious software (malware) was clandestinely installed on our system. It appears that the malware actively attempted to collect or "scrape" payment card data from July 16, 2013 to October 30, 2013. During those months, approximately 1,100,000 customer payment cards could have been potentially visible to the malware. To date, Visa, MasterCard and Discover have notified us that approximately 2,400 unique customer payment cards used at Neiman Marcus and Last Call stores were subsequently used fraudulently.

We are notifying ALL customers for whom we have addresses or email who shopped with us between January 2013 and January 2014, and offering one free year of credit monitoring and identity-theft protection. Sign-up instructions for this service can be found below in the Question and Answer section.

If you are concerned about fraudulent activity, you can take these additional steps:

- Check your payment card statements and if any suspicious or fraudulent activity appears, please call your card issuer to report it.
- Contact your local store or call our credit division at 1.800.685.6695 if you see fraudulent activity on your Neiman Marcus or Bergdorf Goodman Card.

The policies of the payment card brands such as Visa, MasterCard, American Express, Discover and the Neiman Marcus card provide that you have zero liability for any unauthorized charges if you report them in a timely manner.

For over a century, our company's mission has been dedicated to delivering exceptional service to each of our customers, and responding properly to this attack is our top priority. Our goal is to do everything possible to restore your trust and to earn your loyalty.

Sincerely,

Karen Katz
 President and CEO
 Neiman Marcus Group
 January 22, 2014

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1. How long has Neiman Marcus known about this?

On January 1st, a leading forensics firm first discovered evidence that the company was the victim of a criminal cyber-security intrusion. At this time, the forensic investigation is still underway.

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2. Was Neiman Marcus the victim of a data breach?

Neiman Marcus was informed by our merchant processor in mid-December of potentially unauthorized payment card activity that occurred following customer purchases at our Neiman Marcus Group stores.

We informed federal law enforcement agencies and began working actively with the U.S. Secret Service, the payment brands, our merchant processor, a leading investigations, intelligence and risk management firm, and a leading payment brand-approved forensics firm to investigate the situation. On January 1st, the forensics firm discovered evidence that the company was the victim of a criminal cyber-security intrusion and that some customers' cards were possibly compromised as a result. At this time, the malicious software we have found has been disabled.

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3. What was the date range?

Based upon the information we have to date, it appears that sophisticated, self-concealing malware, capable of fraudulently obtaining payment card information, was active between July 16 and October 30, 2013.

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4. How many cards were affected?

While the forensic and criminal investigations are ongoing, we know that malicious software (malware) was clandestinely installed on our system. It appears that the malware actively collected or "scraped" credit card data from July 16, 2013 to October 30, 2013. During those months, approximately 1,100,000 customer payment cards could have potentially been visible to the malware. To date, Visa, MasterCard and Discover have notified us that approximately 2,400 unique customer payment cards used at Neiman Marcus and Last Call stores were subsequently used fraudulently.

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5. Was PIN data taken or accessed?

Your PIN was never at risk because we do not use PIN pads in our stores.

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6. Has the potential security issue been resolved?

We are taking a number of steps to contain the situation in all our stores including:

- Contacting and working directly with federal law enforcement agencies
- Conducting a full review of all of our payment card information systems and vulnerability assessment with the payment brands, our merchant processor, a leading investigations, intelligence and risk management firm, and a leading payment brand-approved forensics firm
- Reviewing our intrusion detection systems and firewalls
- Reinforcing our security tools
- Reviewing and hardening our systems
- Modifying our software and security credentials
- Searching for and disabling all malware we discover in the course of our investigation

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7. Which Neiman Marcus Group stores were affected?

We need further information from the forensics investigation to determine accurately how many stores were affected.

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8. Did this incident affect customers that shopped online?

To our knowledge, the criminal cyber-security intrusion did not impact customers that shopped online.

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9. What types of cards were affected?

We have been able to determine that both credit and debit cards have been impacted.

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10. Were Neiman Marcus or Bergdorf Goodman private label cards used fraudulently?

As of January 22, 2014, we have not been informed of any fraudulent activity on our Neiman Marcus or Bergdorf Goodman cards as a result of this cyber crime. If you are concerned about your Neiman Marcus or Bergdorf Goodman card, please call our credit office at 1.800.685.6695

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11. Is this issue linked in any way to the breach at Target?

We have no knowledge of any connection to that situation.

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12. How do I sign up for free credit monitoring?

Your free credit monitoring through Experian's® ProtectMyID® Alert can be activated by visiting www.protectmyid.com/nm. For enrollment issues contact Experian's® ProtectMyID® at 1.866.579.2216. To sign up for our free credit monitoring offer, you must sign up by June 15, 2014.

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13. What are some of the steps customers concerned about this loss of payment card information can take?

There are several other steps you can take if you are concerned about fraudulent activity.

Check your statements to see if there is any fraudulent or suspicious activity. If there is any unauthorized activity, call your bank or financial institution in order to report the issue.

Consumers may consider placing a fraud alert on their credit reports to help mitigate potential issues. To do this, you will need to contact one of the three credit reporting agencies.

Equifax: 1-800-525-6285
Experian: 1-888-397-3742
TransUnion: 1-800-680-7289

You can order your credit reports for free from all three credit bureaus once a year. You can do this online at www.annualcreditreport.com, or by phone at 1-877-322-8228.

Finally, be on the lookout for phishing schemes. Our email correspondence regarding this incident will not contain any links, so if you receive an email appearing to be from us that contains a link, it is not from us, and don't click on the link. Also, never provide sensitive information to unsolicited requests claiming to come from us, your bank or other institutions. We would never ask you for sensitive information via email.

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14. Should consumers contact Neiman Marcus or Bergdorf Goodman if their cards were affected?

If you are concerned about your Neiman Marcus or Bergdorf Goodman card, please call our credit office at 1.800.685.6695. Other cardholders should contact the bank or financial institution that issued their cards about any fraudulent activity. Contact information can be found on the back of their payment cards. They are best suited for helping to resolve any unauthorized charges.

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15. Will consumers be liable for fraudulent charges?

The policies of the payment brands such as Visa, MasterCard, American Express, Discover and the Neiman Marcus card provide that you have zero liability for any unauthorized charges if you report them in a timely manner. Please contact your card brand or issuing bank for more information about the policy that applies to you.

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U.S. State Notification Requirements

For additional information, you may contact Neiman Marcus' hotline at 1.866.579.2216, or visit our informational website accessible from our home page.

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For residents of California, Hawaii, Illinois, Iowa, Maryland, Michigan, Missouri, North Carolina, Oregon, Vermont, Virginia, West Virginia, and Wyoming:

It is recommended by state law that you remain vigilant for incidents of fraud and identity theft by reviewing credit card account statements and monitoring your credit report for unauthorized activity. You may obtain a copy of your credit report, free of charge, whether or not you suspect any unauthorized activity on your account by contacting any one or more of the national consumer reporting agencies listed below. They can also provide you with information about fraud alerts and security freezes.

- **Equifax:**
P.O. Box 740241
Atlanta, GA 30348
1.800.685.1111
www.equifax.com
- **Experian:** P.O. Box 2104
Allen, TX 75013
1.888.397.3742
www.experian.com
- **TransUnion:** P.O. Box 6790
Fullerton, CA 92834-6790
1.877.322.8228
www.transunion.com

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For residents of Iowa:

State law advises you to report any suspected identity theft to law enforcement or to the Attorney General.

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For residents of Oregon:

State laws advise you to report any suspected identity theft to law enforcement, as well as the Federal Trade Commission.

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For residents of Illinois, Maryland and North Carolina:

State laws require us to tell you that you can obtain information from the Federal Trade Commission about steps you can take to avoid identity theft (including how to place a fraud alert or security freeze). If you are a Maryland or North Carolina resident, you may also be able to obtain this information from your state's Attorney General.

- **MD Attorney General's Office**
Consumer Protection Division
200 St. Paul Place
Baltimore, MD 21202
1.888.743.0023
www.oag.state.md.us
- **NC Attorney General's Office**
Consumer Protection Division
9001 Mail Service Center
Raleigh, NC 27699-9001
1.877.566.7226
http://www.ncdoj.gov/
- **Federal Trade Commission**
Consumer Response Center
600 Pennsylvania Avenue, NW
Washington, DC 20580
1.877.IDTHEFT (438.4338)
www.ftc.gov/bcp/edu/microsites/idtheft/

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For residents of Massachusetts and West Virginia:

State laws require us to inform you of your right to obtain a police report if you are a victim of identity theft. You also have the right to place a security freeze on your credit

report. A security freeze is intended to prevent credit, loans and services from being approved in your name without your consent; however, using a security freeze may delay your ability to obtain credit.

To place a security freeze on your credit report, you need to send a request to a consumer reporting agency by certified mail, overnight mail, or regular stamped mail. The following information must be included when requesting a security freeze (note that if you are requesting a credit report for your spouse, this information must be provided for him/her as well): (1) full name, with middle initial and any suffixes; (2) Social Security number; (3) date of birth; (4) current address and any previous addresses for the past five years; and (5) any applicable incident report or complaint with a law enforcement agency or the Registry of Motor Vehicles. The request must also include a copy of a government-issued identification card and a copy of a recent utility bill or bank or insurance statement. It is essential that each copy be legible, display your name and current mailing address, and the date of issue. The consumer reporting agency may charge a fee of up to \$5.00 to place a freeze or lift or remove a freeze, unless you are a victim of identity theft or the spouse of a victim of identity theft, and you have submitted a valid police report relating to the identity theft incident to the consumer reporting agency.

- **Equifax Security Freeze**
P.O. Box 105788
Atlanta, GA 30348
www.equifax.com
- **Experian Security Freeze**
P.O. Box 9554
Allen, TX 75013
www.experian.com
- **TransUnion (FVAD)**
P.O. Box 6790
Fullerton, CA 92834-6790
www.transunion.com

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UPDATED JANUARY 22, 2014

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HORCHOW

BERGDORF
GOODMAN



Neiman Marcus
lastcall