

Important Security Update from CliffSide London

Dear Our Valued CliffSiders,

I am writing to you today with a matter of great importance and urgency concerning our brand, CliffSide London. It is with a heavy heart that I share news of a recent security breach that has impacted our company and, by extension, our valued customer community. This communication is intended to provide you with a detailed account of what occurred, the steps we have taken since discovering the breach and recovering our accounts, and how we are moving forward.

Our company was recently the target of a sophisticated cyber-attack, facilitated by an individual who had posed as a new "Creative Director" within our team. This individual is supposedly working with a private group that targets other UK & US brands with the same strategy & scam. Utilising their understanding of Shopify, the platform we host our store on, this individual was able to orchestrate a phishing scheme that ultimately led to unauthorised access to our Shopify access keys. This breach was not just a violation of our digital space but a breach of the trust you place in us.

You may have noticed a decline in the quality of our recent email communications. This discrepancy was a direct result of the attacker's limited access; they could manipulate our Shopify platform but could not access our main email launching application, which is why the emails sent during this period did not meet our usual standards of quality.

Upon discovering this breach, we acted swiftly to secure our systems and mitigate any extra damage, and we had access to some of our brand materials, but we were still powerless in terms of making it aware to everyone without making it confusing, as again we did not have access to any of our social media. We are in close cooperation with law enforcement and cyber security experts to thoroughly investigate this incident and pursue all available legal avenues to bring the perpetrator to justice. However, it's important to manage expectations regarding the recovery of any stolen funds. Given the sophisticated nature of the attack, our legal advisors have cautioned that recovery may be difficult.

I want to reassure you that protecting your personal information is, and always will be, our top priority. We have taken significant steps to enhance our security measures and are continuously reviewing and updating our practices to ensure such an incident does not happen again.

We believe in the importance of transparency and accountability, especially in challenging times like these. It's crucial for us to be open about the situation we're facing, as difficult as it may be. We are committed to earning back any trust lost due to this incident and are dedicated to ensuring our services are safe, secure, and reliable.

In times of adversity, we find the strength of our community. Your support and understanding mean everything to us, and we are dedicated to restoring any lost confidence in our services. We encourage you to reach out with any concerns, questions, or if you need further clarification regarding this situation, and our team will reply as soon as possible.

We are more than just a company and a customer base; we are a community. As part of our commitment to this community, we will continue to update you on our progress and any new developments related to this incident.

Thank you for your understanding, patience, and continued support during this time. We will be back very soon, bigger and better.

Warmest regards,

Vivian O.

Director of CliffSide London