



TASMANIA AUSTRALIA 1870

317 George St, Ste 515  
New Brunswick, NJ 08901-2008

September 14, 2024

M0312-L03-0000003 T00001 P001 \*\*\*\*\*SCH 5-DIGIT 12345



SAMPLE A SAMPLE - L03 MA  
APT ABC  
123 ANY STREET  
ANYTOWN, ST 12345-6789



Re: Notice of Data Breach

Dear Sample A. Sample,

Blundstone U.S.A., Inc. (“**Blundstone**,” “**we**,” “**our**,” “**us**”), a subsidiary of Blundstone Australia Pty. Ltd., recently experienced a security incident that may have impacted your personal information. On August 16, 2024, we sent you an email notice about this same incident to help you start taking any appropriate precautions. This letter provides additional information about what happened and the steps you can take in response.

**What Information Was Involved?**

We determined that the information affected may have included some or all of the following information about you: first and last name; billing address(es); shipping address(es); phone number; and/or payment card information, including number, expiration date, and Card Verification Value (“CVV”) code.

**What We Are Doing.**

Blundstone has taken steps to secure our systems and has instituted additional technical practices to reduce the risk of similar incidents occurring in the future.

**What You Can Do.**

It is always advisable to remain vigilant against attempts at fraud or identity theft, which includes carefully reviewing your online and financial accounts and your credit reports for suspicious activity. This is a best practice for all individuals. If you identify suspicious activity, you should contact the company that maintains the account on your behalf.

**Other Important Information.**

Additional information about how to protect your information is contained in [Attachment A](#).

**For More Information.**

Blundstone deeply regrets that this incident occurred and is committed to continue working to prevent these types of events from occurring in the future. If you have any questions regarding this incident, please contact our data privacy team at [dataprivacy@blundstone.com](mailto:dataprivacy@blundstone.com).

Sincerely,



Ailsa Sypkes  
Group Manager, Legal & Compliance  
Blundstone

0000003



## Attachment A – Information for Massachusetts Residents

Below are additional helpful tips you may want to consider to protect your personal information.

### **Review Your Credit Reports and Account Statements; Notify Law Enforcement of Suspicious Activity**

As a precautionary measure, we recommend that you remain vigilant by reviewing your credit reports and account statements closely. If you detect any suspicious activity on an account, you should promptly notify the financial institution or other company with which the account is maintained. You also should promptly report any fraudulent activity or any suspected incidents of identity theft to proper law enforcement authorities. If you believe you are the victim of identity theft or have reason to believe your personal information has been misused, you should immediately contact law enforcement, the Federal Trade Commission, and/or the Attorney General's office in your home state. You can also contact these agencies for information on how to prevent or avoid identity theft, and you can contact the Federal Trade Commission at:

Federal Trade Commission  
Consumer Response Center  
600 Pennsylvania Avenue, NW  
Washington, DC 20580  
<http://www.identitytheft.gov/>  
1-877-IDTHEFT (438-4338)

### **Copy of Credit Report**

You may obtain a free copy of your credit report from each of the three major credit reporting agencies once every 12 months by visiting <https://www.annualcreditreport.com>, calling toll-free 877-322-8228, or by completing an Annual Credit Report Request Form and mailing it to the Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348-5281. You can print this form at <https://www.annualcreditreport.com/manualRequestForm.action>. Credit reporting agency contact details are provided below.

Equifax:  
[equifax.com](http://equifax.com)  
[equifax.com/personal/credit-report-services](http://equifax.com/personal/credit-report-services)  
P.O. Box 740241  
Atlanta, GA 30374  
800-685-1111

Experian:  
[experian.com](http://experian.com)  
[experian.com/help](http://experian.com/help)  
P.O. Box 2002  
Allen, TX 75013  
888-397-3742

TransUnion:  
[transunion.com](http://transunion.com)  
[transunion.com/credit-help](http://transunion.com/credit-help)  
P.O. Box 1000  
Chester, PA 19016  
888-909-8872

When you receive your credit reports, review them carefully. Look for accounts or credit inquiries that you did not initiate or do not recognize. Look for information, such as home address and Social Security number, that is inaccurate. If you see anything you do not understand, call the credit reporting agency at the telephone number on the report.

### **Fraud Alert**

You may want to consider placing a fraud alert on your credit file. An initial fraud alert is free and will stay on your credit file for at least 90 days. The alert informs creditors of possible fraudulent activity within your report and requests that the creditor contact you prior to establishing any accounts in your name. If you have already been a victim of identity theft, you may have an extended alert placed on your report if you provide the appropriate documentary proof. An extended fraud alert stays on your credit report for seven years. To place a fraud alert on your credit report, contact any of the three credit reporting agencies identified above.

### **Security Freeze**

You have the right to place a security freeze on your credit file free of charge. This will prevent new credit from being opened in your name without the use of a PIN number that is issued to you when you

initiate the freeze. A security freeze is designed to prevent credit, loans, and services from being approved in your name without your consent. As a result, using a security freeze may delay your ability to obtain credit. In order to place a security freeze, you may be required to provide the consumer reporting agency with information that identifies you including your full name; social security number; date of birth; current and previous addresses; a copy of your state-issued identification card; and a recent utility bill, bank statement, or telephone bill.

Consumer reporting agencies have three business days after receiving your request to place a security freeze, or one business day for requests made electronically or by toll-free telephone. They must also send written confirmation to you within five business days and provide you with a unique personal identification number (PIN) and/or password that can be used to authorize the removal or lifting of the security freeze.

Consumer reporting agencies must lift a security freeze within three business days after receiving your request by mail, or one hour after receiving your request electronically or by toll-free telephone. To remove or temporarily lift the security freeze 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 or electronically, and include: proper identification (name, address, and Social Security number); the PIN or password provided to you when you placed the security freeze; and 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 available.

### **Federal Fair Credit Reporting Act Rights**

The Fair Credit Reporting Act ("FCRA") is federal legislation that regulates how consumer reporting agencies use your information. It promotes the accuracy, fairness, and privacy of consumer information in the files of consumer reporting agencies. As a consumer, you have certain rights under the FCRA, which the Federal Trade Commission has summarized as follows: you must be told if information in your file has been used against you; you have the right to know what is in your file; you have the right to ask for a credit score; you have the right to dispute incomplete or inaccurate information; consumer reporting agencies must correct or delete inaccurate, incomplete, or unverifiable information; consumer reporting agencies may not report outdated negative information; access to your file is limited; you must give your consent for reports to be provided to employers; you may limit "prescreened" offers of credit and insurance you get based on information in your credit report; and you may seek damages from violators. Identity theft victims and active-duty military personnel have additional rights.

For more information about these rights, you may go to [www.ftc.gov/credit](http://www.ftc.gov/credit) or write to: Consumer Response Center, Room 13-A, Federal Trade Commission, 600 Pennsylvania Avenue NW, Washington, DC 20580.

### **Additional Information**

You have the right to obtain a police report regarding this incident. If you are the victim of identity theft, you also have the right to file a police report and obtain a copy of it.

You may consider starting a file with copies of your credit reports, any police report, any correspondence, and copies of disputed bills. It is also useful to keep a log of your conversations with creditors, law enforcement officials, and other relevant parties.



