



October 22, 2024

Notice of Data Breach

Dear .

At Alta Resources Corporation, (“Alta”), we take your privacy seriously. For that reason, we are writing to provide you with notice of a recent security incident that involved your personal information.

What Happened

Alta provides services for Church & Dwight Co., Inc. (“Church & Dwight”) to support Church & Dwight’s customers in various respects, including with product information and buying assistance. On August 29, 2024, Alta learned of the cybersecurity event and immediately investigated and remedied the underlying cause.

What Information Was Involved


You are receiving this letter because Alta’s investigation revealed that your personal information was included in the incident, specifically your: name, address, credit card number, credit card expiration date, and credit card verification/security code. As noted below, we have confirmed that all improper copies of your information have been destroyed.


What We Are Doing

Alta learned of this event on August 29, 2024. Since then, it has since addressed and remedied the underlying cause, investigated the event to confirm that no one else received your information and that any improper copies of your information were destroyed, and notified Church & Dwight of the event.

To help protect your identity, we are offering you a complimentary membership in Experian IdentityWorks for 24 months. More information about this program is provided below. A credit card **is not** required for you to sign up for this offering. The Terms and Conditions for this offer are located at <https://www.experianidworks.com/terms/>.

If you believe there was fraudulent use of your information as a result of this incident and would like to discuss how you may be able to resolve those issues, please reach out to an Experian agent. Identity restoration assistance is **immediately available to you**, in addition to the other fraud and identity theft detection tools available to you through Experian IdentityWorks. To use this product and start monitoring your personal information, please follow these steps:

- Ensure that you **enroll by January 31, 2025** (Your code will not work after this date.)
- **Visit** the Experian IdentityWorks website to enroll:
<https://www.experianidworks.com/credit>
- Provide your **activation code**: 

If you have questions about the product, need assistance with issues that arose as a result of this incident, or would like an alternative to enrolling in Experian IdentityWorks online, please contact Experian’s customer care team at (877) 890-9332 by January 31, 2025. Be prepared to provide engagement number  as proof of eligibility for the services.

What You Can Do

We recommend that you remain vigilant by reviewing your account statements and monitoring your credit reports for unauthorized activity. Information about how you may obtain a free credit report and other steps you may take to protect against identity theft and fraud, such as placing a security freeze on your credit report, can be found in the Additional Resources document enclosed. You may also take advantage of the complimentary identity protection services being offered. Please review the enclosed Additional Details Regarding Your Experian IdentityWorks Membership and Additional Resources documents for additional information on how to protect against identity theft and fraud.

For More Information

We sincerely apologize for this incident and regret any inconvenience it may cause you. If you have further questions or concerns, please call [REDACTED].

Sincerely,

Jabu Dube
Corporate Compliance Specialist

120 N. Commercial Street
Neenah, WI 54956

ADDITIONAL DETAILS REGARDING YOUR EXPERIAN IDENTITYWORKS MEMBERSHIP

A credit card is not required for enrollment in Experian IdentityWorks. You can contact Experian immediately regarding any fraud issues, and have access to the following features once you enroll in Experian IdentityWorks:

- **Experian credit report at signup:** See what information is associated with your credit file. Daily credit reports are available for online members only.*
- **Credit Monitoring:** Actively monitors Experian, Equifax, and TransUnion files for indicators of fraud.
- **Identity Restoration:** Identity Restoration specialists are immediately available to help you address credit and non-credit related fraud.
- **Experian IdentityWorks ExtendCARE™:** You receive the same high-level of Identity Restoration support even after your Experian IdentityWorks membership has expired.
- **\$1 Million Identity Theft Insurance**:** Provides coverage for certain costs and unauthorized electronic fund transfers.

* Offline members will be eligible to call for additional reports quarterly after enrolling.

** The Identity Theft Insurance is underwritten and administered by American Bankers Insurance Company of Florida, an Assurant company. Please refer to the actual policies for terms, conditions, and exclusions of coverage. Coverage may not be available in all jurisdictions.

ADDITIONAL RESOURCES

Contact information for the three nationwide credit reporting agencies:

Equifax, PO Box 740241, Atlanta, GA 30374, www.equifax.com, 1-800-685-1111

Experian, PO Box 2104, Allen, TX 75013, www.experian.com, 1-888-397-3742

TransUnion, PO Box 2000, Chester, PA 19016, www.transunion.com, 1-800-888-4213

Free Credit Report: It is recommended that you remain vigilant by reviewing account statements and monitoring your credit report for unauthorized activity, especially activity that may indicate fraud and identity theft. You may obtain a copy of your credit report, free of charge, once every 12 months from each of the three nationwide credit reporting agencies. To order your annual free credit report, please visit www.annualcreditreport.com or call toll free at **1-877-322-8228**. You can also order your annual free credit report by mailing a completed Annual Credit Report Request Form (available from the U.S. Federal Trade Commission's ("FTC") website at www.consumer.ftc.gov) to: Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348-5281.

For Colorado, Georgia, Maine, Maryland, Massachusetts, New Jersey, Puerto Rico, and Vermont residents: You may obtain one or more (depending on the state) additional copies of your credit report, free of charge. You must contact each of the credit reporting agencies directly to obtain such additional report(s).

Filing a Police Report: You should also know that you have the right to file a police report if you ever experience identity fraud. Please note that in order to file a crime report or incident report with law enforcement for identity theft, you will likely need to provide some kind of proof that you have been a victim. A police report is often required to dispute fraudulent items. You can report suspected incidents of identity theft to local law enforcement or to your state's Attorney General.

Fraud Alerts: There are two types of fraud alerts you can place on your credit report to put your creditors on notice that you may be a victim of fraud—an initial alert and an extended alert. You may ask that an initial fraud alert be placed on your credit report if you suspect you have been, or are about to be, a victim of identity theft. An initial fraud alert stays on your credit report for at least one year. You may have an extended alert placed on your credit report if you have already been a victim of identity theft and you have the appropriate documentary proof. An extended fraud alert stays on your credit report for seven years. You can place a fraud alert on your credit report by contacting any of the three national credit reporting agencies.

Security Freeze: You have the ability to place a security freeze, also known as a credit freeze, on your credit report free of charge. A security freeze is intended to prevent credit, loans, and services from being approved in your name without your consent. To place a security freeze on your credit report, you may use an online process, an automated telephone line, or submit a written request to any of the three credit reporting agencies listed above. 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, and display your name, current mailing address, and the date of issue.

Federal Trade Commission and State Attorneys General Offices: 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 the Federal Trade Commission, the Attorney General's office in your home state, or your local law enforcement. You may contact the **Federal Trade Commission**, Consumer Response Center, 600 Pennsylvania Avenue NW, Washington, DC 20580, www.consumer.gov/idtheft, 1-877-IDTHEFT (438-4338), TTY: 1-866-653-4261.

Fair Credit Reporting Act: You have certain rights pursuant to the Fair Credit Reporting Act. If you would like additional information regarding your rights under the Fair Credit Reporting Act, you can review your rights by visiting www.consumerfinance.gov/f/201504_cfpb_summary_your-rights-under-fcra.pdf or by writing the Consumer Response Center, Room 130-A, Federal Trade Commission, 600 Pennsylvania Avenue NW, Washington, DC 20580.

You can obtain additional information about the steps you can take to avoid identity theft from the following agencies. The Federal Trade Commission also encourages those who discover that their information has been misused to file a complaint with them.

California Residents: Visit the California Office of Privacy Protection (www.oag.ca.gov/privacy) for additional information on protection against identity theft. Office of the Attorney General of California, 1300 I Street, Sacramento, CA 95814, Telephone: 1-800-952-5225.

For Iowa Residents: You are advised to report any suspected identity theft to law enforcement or to the Iowa Attorney General at consumer@ag.iowa.gov, by calling (515) 281-5926, or writing to 1305 E. Walnut Street, Des Moines, IA 50319-0106.

Kentucky Residents: Office of the Attorney General of Kentucky, 700 Capitol Avenue, Suite 118, Frankfort, KY 40601, www.ag.ky.gov, Telephone: 1-502-696-5300.

Maryland Residents: Office of the Attorney General of Maryland, Consumer Protection Division, 200 St. Paul Place, Baltimore, MD 21202, <https://www.marylandattorneygeneral.gov/Pages/CPD/default.aspx>, Telephone: 1-888-743-0023.

New York Residents: The Attorney General may be contacted at: Office of the Attorney General, The Capitol, Albany, NY 12224-0341; 1-800-771-7755; <https://ag.ny.gov/>. You can also contact the New York Department of State Division of Consumer Protection, One Commerce Plaza, 99 Washington Ave., Albany, NY 12231-0001, 518-474-8583 / 1-800-697-1220.

North Carolina Residents: Office of the Attorney General of North Carolina, 9001 Mail Service Center, Raleigh, NC 27699-9001, www.ncdoj.gov, Telephone: 1-919-716-6400.

Oregon Residents: You are advised to report any suspected identity theft to law enforcement, the Federal Trade Commission, and the Oregon Attorney General. Oregon Attorney General, 1162 Court St. NE, Salem, OR 97301, <https://justice.oregon.gov>, Telephone 1-877-877-9392.