

# **Exhibit A**



Secure Processing Center  
P.O. Box 3826  
Suwanee, GA 30024

Postal Endorsement Line

<<Full Name>>

<<Address 1>>

<<Address 2>>

<<Address 3>>

<<City>>, <<State>> <<Zip>>

<<Country>>

\*\*\*Postal IMB Barcode

<<Date>>

Re: Notice of Data <<Variable Text 1>>

Dear <<Full Name>>:

I am writing to inform you that Walsworth Publishing Company (“Walsworth”) recently experienced a data security incident which may have impacted your personal information. Walsworth takes the privacy and security of all information within its possession very seriously. Please read this letter carefully as it contains information regarding the incident and information about steps that you can take to help protect your information, including enrolling in the complimentary credit monitoring and identity protection services we are making available to you.

Under Massachusetts law, you have the right to obtain any police report filed in regard to 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.

Massachusetts law also allows consumers to place a security freeze on their credit reports. A security freeze prohibits a consumer reporting agency from releasing any information from a consumer’s credit report without written authorization. However, please be aware that placing a security freeze on your credit report may delay, interfere with, or prevent the timely approval of any requests you make for new loans, credit, mortgages, employment, housing, or other services.

You must place your request for a freeze with each of the three major consumer reporting agencies: Equifax (www.equifax.com); Experian (www.experian.com); and TransUnion (www.transunion.com). To place a security freeze on your credit report, you may send a written request by regular, certified or overnight mail at the addresses below. You may also place a security freeze through each of the consumer reporting agencies’ websites or over the phone, using the contact information below:

**Equifax Security Freeze:**

P.O. Box 105788, Atlanta, GA 30348, 1-800-349-9960, <https://www.equifax.com/personal/credit-report-services/>

**Experian Security Freeze:**

P.O. Box 9554, Allen, TX 75013, 1-888-397-3742, <https://www.experian.com/freeze/center.html>

**TransUnion Security Freeze:**

P.O. Box 2000, Chester, PA 19016, 1-888-909-8872, <https://www.freeze.transunion.com>

In order to request a security freeze, you will need to provide some or all of the following information:

1. Your full name (including middle initial as well as Jr., Sr., II, III, etc.);
2. Social Security number;
3. Date of birth;
4. If you have moved in the past five (5) years, the addresses where you have lived over the prior five (5) years;
5. Proof of current address, such as a current utility bill, telephone bill, rental agreement, or deed;
6. A legible photocopy of a government issued identification card (state driver's license or ID card, military identification, etc.);
7. If you are a victim of identity theft, include a copy of either the police report, investigative report, or complaint to a law enforcement agency concerning identity theft.

The consumer reporting agencies have three (3) business days after receiving your request to place a security freeze on your credit report. The credit bureaus must also send written confirmation to you within five (5) business days and provide you with a unique personal identification number (PIN) or password (or both) that can be used by you to authorize the removal or lifting of the security freeze. It is important to maintain this PIN/password in a secure place, as you will need it to lift or remove the security freeze.

To lift the security freeze in order to allow a specific entity or individual access to your credit report, you must call or send a request to the consumer reporting agencies and include proper identification (name, address, and Social Security number) and the PIN or password provided to you when you placed the security freeze as well as 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. The consumer reporting agencies have three (3) business days after receiving your request to lift the security freeze for those identified entities or for the specified period of time.

To remove the security freeze, you must send a request to each of the three consumer reporting agencies and include proper identification (name, address, and Social Security number) and the PIN or password provided to you when you placed the security freeze. The consumer reporting agencies have three (3) business days after receiving your request to remove the security freeze. No fee is required to be paid to any of the consumer reporting agencies to place, lift or remove a security freeze.

In order to determine whether any unauthorized credit was obtained with your information, you may obtain a copy of your credit report at [www.annualcreditreport.com](http://www.annualcreditreport.com) or 1-877-322-8228. You may also request information on how to place a fraud alert by contacting any of the above consumer reporting agencies. A fraud alert is intended to alert you if someone attempts to obtain credit in your name without your consent. It is recommended that you remain vigilant for any incidents of fraud or identity theft by reviewing credit card account statements and your credit report for unauthorized activity. You may also contact the Federal Trade Commission (FTC) to learn more about how to prevent identity theft:

FTC, Consumer Response Center, 600 Pennsylvania Avenue, NW, Washington, D.C. 20580,  
[www.ftc.gov/bcp/edu/microsites/idtheft/](http://www.ftc.gov/bcp/edu/microsites/idtheft/) 1-877-IDTHEFT (438-4338).

In addition, Walsworth is providing you with access to <<12/24>> months of complimentary identity protection services through CyEx, a global technology services leader.

**To Enroll:** To enroll in CyEx Identity Defense visit <https://app.identitydefense.com/enrollment/activate/wal>

1. Enter your unique Activation Code <<Activation Code>>  
Enter your Activation Code and click 'Redeem Code'.
2. Create Your Account  
Enter your email address, create your password, and click 'Create Account'.

3. Register

Enter your legal name, home address, phone number, date of birth, Social Security Number, and click 'Complete Account'.

4. Complete Activation

Click 'Continue to Dashboard' to finish enrolling.

Please note the deadline to enroll in these complimentary services is <<Enrollment Deadline>>. Please do not discard this letter, as you will need the Activation code provided above to access services.

Walsworth recommends that you review your current and past credit and debit card account statements for discrepancies or unusual activity. If you see anything that you do not understand or that looks suspicious, or if you suspect that any fraudulent transactions have taken place, you should call the bank that issued the credit or debit card immediately.

If you have questions about this letter or need assistance, please do not hesitate to reach out to our designated call center at 1-888-596-4730, Monday through Friday from 9:00 a.m. to 9:00 p.m. Eastern Time, excluding holidays and they will be happy to provide you with additional information.

We take your trust in Walsworth and this matter very seriously. Please accept our apologies for any concern or inconvenience this may cause.

Sincerely,



Mike Sargent  
Vice President of Technology  
Walsworth Publishing Company  
306 N Kansas Ave  
Marceline, MO 6465