

# Exhibit A



Return Mail Processing  
PO Box 589  
Claysburg, PA 16625-0589

November 19, 2024

M4163-L05-0000001 T00001 P001 \*\*\*\*\*SCH 5-DIGIT 12345

SAMPLE A SAMPLE - L05 MA

APT ABC

123 ANY STREET

ANYTOWN, FC 1A2 B3C

COUNTRY



Dear Sample A. Sample:

Instinct Pet Food (“Instinct”), formally known as Nature’s Variety, writes to inform you of regarding an incident affecting certain employee information at Instinct. Please note, Massachusetts law has strict requirements for the information Instinct is permitted to include in this letter. However, we take this matter seriously, and write to provide you with the information we are able to provide, as well as information regarding resources we are making available to you.

Based on our investigation, the information that was affected includes personal data collected from employees, which may include your name, together with [Extra2].

In response, Instinct has promptly enacted containment measures, including resetting passwords and securing accounts, and conducted a full investigation into the activity. We are also notifying relevant regulatory authorities as required. Additionally, we have implemented strengthened security measures to further safeguard against similar incidents in the future.

Additionally, Instinct is offering you access to 24 months of credit monitoring and identity protection services through Experian IdentityWorks<sup>SM</sup> at no cost to you. While Instinct cannot activate these services on your behalf due to privacy laws, we strongly encourage you to enroll as soon as possible. Instructions on activation, as well as information on additional steps you can take to protect yourself, are included in the enclosed “Recommended Actions You Should Immediately Take to Help Protect Your Information.” We also encourage you to remain vigilant against incidents of identity theft and fraud by reviewing your credit reports/account statements for suspicious activity and to detect errors.

We understand you may have additional questions or concerns, and we’re here to help. Please don’t hesitate to contact our dedicated support line at 833-918-1091, available from Monday to Friday, between 8 AM and 8 PM Central Time (excluding major U.S. holidays). Our support line will help you with any questions you have activating your ID protection service or any other questions relating to this matter.

Instinct sincerely regrets any concern this incident may cause you.

Sincerely,  
Instinct Pet Food, formally known as Nature’s Variety

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## RECOMMENDED ACTIONS YOU SHOULD IMMEDIATELY TAKE TO HELP PROTECT YOUR INFORMATION

### *Enroll in Offered Monitoring Services*

Please note that Identity Restoration is available to you for 24 months from the date of this letter and does not require any action on your part at this time. The Terms and Conditions for this offer are located at [www.ExperianIDWorks.com/restoration](http://www.ExperianIDWorks.com/restoration).

While identity restoration assistance is immediately available to you, we also encourage you to activate the fraud detection tools available through Experian IdentityWorks as a complimentary 24-month membership. This product provides you with superior identity detection and resolution of identity theft. To start monitoring your personal information, please follow the steps below:

- Ensure that you **enroll by February 28, 2025** (Your code will not work after this date.)
- **Visit** the Experian IdentityWorks website to enroll: <https://www.experianidworks.com/3bplus>
- Provide your **activation code: ABCDEFGHI**

If you have questions about the product, need assistance with Identity Restoration 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 833-918-1091 by February 28, 2025. Be prepared to provide engagement number B135295 as proof of eligibility for the Identity Restoration services by Experian.

### *Additional Details regarding Your 24-Month 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.
- **Internet Surveillance:** Technology searches the web, chat rooms & bulletin boards 24/7 to identify trading or selling of your personal information on the Dark Web.
- **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.

### *Monitor Your Accounts*

We encourage you to remain vigilant against incidents of identity theft and fraud by reviewing your credit reports/account statements and explanation of benefits forms for suspicious activity and to detect errors. Under U.S. law, you are entitled to one free credit report annually from each of the three major credit reporting bureaus, TransUnion, Experian, and Equifax. **To order your free credit report, visit [www.annualcreditreport.com](http://www.annualcreditreport.com) or call 1-877-322-8228.** Once you receive your credit report, review it for discrepancies and identify any accounts you did not open or inquiries from creditors that you did not authorize. If you have questions or notice incorrect information, contact the credit reporting bureau.

**You have the right to place an initial or extended “fraud alert” on a credit file at no cost.** An initial fraud alert is a one-year alert that is placed on a consumer's credit file. Upon seeing a fraud alert, a business is required to take steps to verify the consumer's identity before extending new credit. If you are a victim of identity theft,

you are entitled to an extended fraud alert lasting seven years. Should you wish to place a fraud alert, please contact any of the three credit reporting bureaus listed below.

**As an alternative to a fraud alert, you have the right to place a “credit freeze” on a credit report, which will prohibit a credit bureau from releasing information in the credit report without your express authorization.** The credit freeze is designed to prevent credit, loans, and services from being approved in your name without your consent. However, you should be aware that using a credit freeze may delay, interfere with, or prohibit the timely approval of any subsequent request or application you make regarding a new loan, credit, mortgage, or any other account involving the extension of credit. Pursuant to federal law, you cannot be charged to place or lift a credit freeze on your credit report. To request a credit freeze, you will need to provide the following information:

1. Full name (including middle initial as well as Jr., Sr., III, etc.);
2. Social Security number;
3. Date of birth;
4. Address for the prior two to five years;
5. Proof of current address, such as a current utility or telephone bill;
6. A legible photocopy of a government-issued identification card (e.g., state driver’s license or identification card); and
7. A copy of either the police report, investigative report, or complaint to a law enforcement agency concerning identity theft, if you are a victim of identity theft.

Should you wish to place a fraud alert or credit freeze, please contact the three major credit reporting bureaus listed below:

<p><b>TransUnion</b> 1-800-680-7289 <a href="http://www.transunion.com">www.transunion.com</a></p>	<p><b>Experian</b> 1-888-397-3742 <a href="http://www.experian.com">www.experian.com</a></p>	<p><b>Equifax</b> 1-888-298-0045 <a href="http://www.equifax.com">www.equifax.com</a></p>
<p><b>TransUnion Fraud Alert</b> P.O. Box 2000 Chester, PA 19016-2000</p>	<p><b>Experian Fraud Alert</b> P.O. Box 9554 Allen, TX 75013</p>	<p><b>Equifax Fraud Alert</b> P.O. Box 105069 Atlanta, GA 30348-5069</p>
<p><b>TransUnion Credit Freeze</b> P.O. Box 160 Woodlyn, PA 19094</p>	<p><b>Experian Credit Freeze</b> P.O. Box 9554 Allen, TX 75013</p>	<p><b>Equifax Credit Freeze</b> P.O. Box 105788 Atlanta, GA 30348-5788</p>

### ***Additional Information***

You can further educate yourself regarding identity theft, fraud alerts, credit freezes, and the steps you can take to protect your personal information by contacting the credit reporting bureaus, the Federal Trade Commission (FTC), or the Massachusetts Attorney General. The FTC also encourages those who discover that their information has been misused to file a complaint with them. The FTC may be reached at 600 Pennsylvania Ave. NW, Washington, D.C. 20580; [www.identitytheft.gov](http://www.identitytheft.gov); 1-877-ID-THEFT (1-877-438-4338); and TTY: 1-866-653-4261.

You have the right to file a police report if you ever experience identity theft or fraud. Please note that in order to file a report with law enforcement for identity theft, you will likely need to provide some proof that you have been a victim. Instances of known or suspected identity theft should also be reported to law enforcement, your state Attorney General, and the FTC. This notice has not been delayed by law enforcement.



