

The Modern Milkman
80 Meadow Brook Road
Ellington, CT 06029

Re: NOTICE OF SECURITY INCIDENT

Dear <<Name 1>> <<Name 2>>:

The Modern Milkman (the “Company”) writes to inform you of a potential security incident that may have involved your personal information, specifically your name and payment card information.

What Happened?

On January 7, 2025, the Company learned from one of its service providers that it had discovered the presence of a suspicious code on the Company’s website. The Company and its service provider launched an investigation, and on January 7, 2025, the suspicious code was removed and unauthorized access to the website was terminated. The Company’s investigation determined that a suspicious code had likely been installed on May 3, 2024 and potentially accessed information from new customers signing up until June 9, 2024. On May 15, 2025, following a detailed review of the Company’s information systems, the Company discovered Massachusetts residents were potentially affected.

What Information Was Involved?

The Company’s investigation determined that your name and payment card information was potentially compromised.

What We Are Doing.

Please know that protecting your personal information is something we take seriously. The Company has taken steps to prevent a similar occurrence, including the removal of the suspicious code, and the immediate migration to a new platform with improved access controls. The Company is also engaging a forensic investigator to look into the matter further, and is taking steps to reduce the likelihood of a similar event occurring in the future.

What You Can Do.

We encourage you to remain vigilant against identity theft and fraud by reviewing your financial account statements and credit reports for any anomalies, and we encourage you to notify your financial institution of any unauthorized transactions or suspected identity theft. We also encourage you to review the enclosed *Additional Steps to Protect Your Personal Information* for additional guidance.

We regret any concern or inconvenience this incident may cause you.

Sincerely,

The Modern Milkman

Additional Steps to Protect Your Personal Information

Monitor Your Accounts

We recommend that you regularly review statements from your accounts and periodically obtain your credit report from one or more of the national credit reporting companies. You may obtain a free copy of your credit report online at www.annualcreditreport.com, by calling toll-free 1-877-322-8228, or by mailing an Annual Credit Report Request Form (available at www.annualcreditreport.com) to Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA, 30348-5281. You may also purchase a copy of your credit report by contacting one or more of the three national credit reporting agencies listed

Equifax® P.O. Box 740241 Atlanta, GA 30374- 0241 1-800-685-1111 www.equifax.com	Experian P.O. Box 9701 Allen, TX 75013-9701 1-888-397-3742 www.experian.com	TransUnion® P.O. Box 1000 Chester, PA 19016- 1000 1-800-888-4213 www.transunion.com
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When you receive your credit reports, review them carefully. Look for accounts or creditor inquiries that you did not initiate or do not recognize. Look for information, such as home address and Social Security number that is not accurate. If you see anything you do not understand, call the credit reporting agency at the telephone number on the report.

Credit Freeze

You have the right to put a security freeze, also known as a credit freeze, on your credit file, so that no new credit can be opened in your name without the use of a Personal Identification Number (PIN) that is issued to you when you initiate a freeze. A credit freeze is designed to prevent potential credit grantors from accessing your credit report without your consent. If you place a credit freeze, potential creditors and other third parties will not be able to access your credit report unless you temporarily lift the freeze. Therefore, using a credit freeze may delay your ability to obtain credit. Pursuant to federal law, you cannot be charged to place or lift a credit freeze on your credit report. Should you wish to place a credit freeze (also known as a security freeze), please contact all three major consumer reporting agencies (contact information and instructions listed below).

Massachusetts Residents: 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 credit 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.

If you have been a victim of identity theft, and you provide the credit reporting agency with a valid police report, it cannot charge you to place, lift or remove a security freeze. In all other cases, a credit

reporting agency may charge you up to \$5.00 each to place, temporarily lift, or permanently remove a security freeze.

To place a security freeze on your credit report, you must send a written request to **each** of the three major consumer reporting agencies: Equifax (www.equifax.com); Experian (www.experian.com); and TransUnion (www.transunion.com) by regular, certified or overnight mail at the addresses below:

Equifax P.O. Box 105788 Atlanta, GA 30348-5788 1-800-685-1111 www.equifax.com/personal/ credit-report-services	Experian P.O. Box 9554 Allen, TX 75013-9554 1-888-397-3742 www.experian.com/ freeze/center.html	TransUnion P.O. Box 2000 Chester, PA 19016-2000 1-888-909-8872 www.transunion.com/ credit-freeze
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In order to request a security freeze, you will need to provide 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, provide the addresses where you have lived over the prior five years;
5. Proof of current address such as a current utility bill or telephone bill;
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;
8. If you are not a victim of identity theft, include payment by check, money order, or credit card (Visa, MasterCard, American Express or Discover only). Do not send cash through the mail.

The credit 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.

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 written request to the credit reporting agencies by mail and include proper identification (name, address, and social security number) **and** the PIN number 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 credit 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 written request to each of the three credit bureaus by mail and include proper identification (name, address, and social security number) **and** the PIN number or password provided to you when you placed the security freeze. The credit bureaus have three (3) business days after receiving your request to remove the security freeze.