



c/o Return Processing Center:
PO Box 173071 | Milwaukee, WI 53217

<<First Name>> <<Middle Name>> <<Last Name>> <<Suffix>>
<<Business or Representative Name>>
<<Address1>>
<<Address2>>
<<City>>, <<State>> <<Zip Code>>

Re: Notice of Data Privacy Event

[Date]

Dear <<First Name>> <<Last Name>>:

At Hertz Farm Management Inc. we take the privacy and security of clients' information seriously. As part of that commitment, we are providing you with this notice of a data event involving <<data elements>>. While we have no evidence of any actual or attempted fraud or misuse as a result of this incident to date, this notice contains resources and steps you may take to protect your information, should you feel it appropriate to do so. Please read this letter carefully.

Upon experiencing the disruption, we took immediate action by disconnecting our network from the internet. We partnered with professionals to perform an investigation into the event. We reset user passwords and reported the incident to federal law enforcement. We are also reviewing the existing security controls and policies & procedures we have in place to remain resilient against future threats.

As an added precaution to help protect your information, we are offering you <<CM Duration>> months of complimentary credit monitoring and identity protection services through HaystackID. Instructions for how to enroll in these services is below.

We encourage you to remain vigilant for incidents of identity theft and fraud, from any source, by reviewing and monitoring your account statements and credit reports for suspicious activity and errors. You may also file a report with law enforcement, the state attorney general, and/or the Federal Trade Commission. Please refer to the enclosed "Steps You Can Take to Help Protect Your Information" which contains additional resources to take advantage of, should you find it appropriate to do so.

To enroll in the free credit monitoring services noted above, please log on to the following and follow the instructions provided,
<https://app.identitydefense.com/enrollment/activate/HAL>. When prompted please provide the following unique code to receive services: <<Monitoring Code>>.

In order for you to receive the monitoring services described above, you must enroll within 90 days from the date of this letter. The enrollment requires an internet connection and e-mail account and may not be available to minors under the age of 18 years of age. Please note that when signing up for monitoring services, you may be asked to verify personal information for your own protection to confirm your identity.

Hertz Farm Management Inc. regrets any concern or inconvenience this incident may cause you. Should you have additional questions, please contact our assistance line with HaystackID at 1-888-844-1310 (toll free), during the hours of 8:00 am to 11:00 pm Eastern time, Monday through Friday and 9:00 am to 6:00 pm on Saturday (excluding U.S. national holidays). We stress that we remain committed to protecting the privacy and security of information entrusted in our care.

Sincerely,

A handwritten signature in black ink that reads "Chad Hertz". The signature is written in a cursive, flowing style.

Chad Hertz
Chief Executive Officer
Hertz Farm Management Inc.

STEPS YOU CAN TAKE TO HELP PROTECT YOUR INFORMATION

Monitor Your Accounts and Credit Reports. 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 obtain a free annual credit report, visit 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.

Report Suspected Fraud. 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, the state Attorney General, and the FTC.

Place Fraud Alerts. 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.

Place Security Freeze. 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 should 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.

To place a fraud alert or credit freeze, contact the three major credit reporting bureaus listed below:

TransUnion 1- 800-916-8800 www.transunion.com TransUnion Fraud Alert P.O. Box 2000	Experian 1-888-397-3742 www.experian.com Experian Fraud Alert P.O. Box 9554	Equifax 1-888-378-4329 www.equifax.com Equifax Fraud Alert P.O. Box 105069
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Chester, PA 19016-2000 TransUnion Credit Freeze P.O. Box 160 Woodlyn, PA 19094	Allen, TX 75013 Experian Credit Freeze P.O. Box 9554 Allen, TX 75013	Atlanta, GA 30348-5069 Equifax Credit Freeze P.O. Box 105788 Atlanta, GA 30348-5788
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Obtain 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 your state 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; 1-877-ID-THEFT (1-877-438-4338); and TTY: 1-866-653-4261.

Hertz Farm Management Inc. may be contacted by mail at 415 South 11th Street, Nevada, IA 50201.

For additional information on steps you may take to help protect your information from potential misuse, you may contact the Massachusetts Attorney General's Office at <https://www.mass.gov/contact-the-attorney-generals-office> or (617) 727-2200; or the Massachusetts Office of Consumer Affairs & Business Regulation at www.mass.gov/ocabr or (888) 283-3757. This notice has not been delayed by law enforcement.