



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: Important Notice of Data Event to Massachusetts Residents

Dear <<Full Name>>:

Hasbro, Inc. ("Hasbro") is writing to notify you of a data security incident that may have involved some of your personal information. This notice explains what happened, what information was involved, what Hasbro is doing in response, and steps you may take to help protect your information.

WHAT INFORMATION WAS INVOLVED?

The information involved varied by individual but may have included your name and one or more additional personal information elements such as email, address, phone number, national ID number, or financial information.

WHAT WE ARE DOING.

Hasbro implemented containment and remediation measures, including disabling the compromised employee account, terminating unauthorized access, and deploying additional safeguards designed to help prevent a similar incident from occurring in the future.

WHAT YOU CAN DO.

We encourage you to remain vigilant by reviewing account statements and monitoring your free credit reports for suspicious activity. You may also consider placing a fraud alert or security freeze on your credit file. If you detect any suspicious activity, you should promptly report it to the relevant financial institution, law enforcement, your state Attorney General, or the Federal Trade Commission.

You can follow the recommendations included with this letter to help protect your information. In addition, you can enroll in our complimentary identity protection services visiting www.privacysolutionsid.com or calling 866.675.2006, Monday-Friday 9:00 a.m. to 5:30 p.m., ET. When enrolling, please provide the following unique code: <<Activation Code>>. The deadline to enroll in services is <<Enrollment Deadline>>. Please note that you must be at least 18 years of age to enroll in these services. As always, we encourage you to be vigilant in identifying potential phishing emails.

You have the right to obtain a police report regarding this incident if available. You also have the right to place a security freeze on your credit file at no charge. Information regarding how to request a security freeze, including the information required to place a security freeze, is included below. A security freeze prohibits a consumer reporting agency from releasing information in your credit report without your express authorization, subject to certain exceptions.

We regret that this incident has occurred. Please be assured that Hasbro has implemented, and is continuing to implement, additional safeguards designed to prevent a breach of this nature from happening in the future. If you have any further questions, you can call us at 888-780-5138, available Monday through Friday 6:00 am to 6:00pm Pacific Time.

Sincerely,

Hasbro, Inc.

Additional Steps You Can Take to Help Protect Your Personal Information

Fraud Alert Information

Whether or not you enroll in credit monitoring, we recommend that you place a “Fraud Alert” on your credit file. Fraud Alert messages notify potential credit grantors to verify your identification before extending credit in your name in case someone is using your information without your consent. A Fraud Alert can make it more difficult for someone to get credit in your name; however, please be aware that it also may delay your ability to obtain credit. Call only one of the following three nationwide credit reporting companies to place your Fraud Alert: TransUnion, Equifax, or Experian. As soon as the credit reporting company confirms your Fraud Alert, they will also forward your alert request to the other two nationwide credit reporting companies so you do not need to contact each of them separately. The contact information for the three nationwide credit reporting companies is:

Equifax
PO Box 740256
Atlanta, GA 30374
www.equifax.com
1-800-525-6285

TransUnion
PO Box 2000
Chester, PA 19016
www.transunion.com/fraud
1-800-680-7289

Experian
PO Box 9554
Allen, TX 75013 www.experian.com
1-888-397-3742

Free Credit Report Information

Under federal law, you are also entitled to one free credit report once every 12 months from each of the above three major nationwide credit reporting companies. Call 1-877-322-8228 or make a request online at www.annualcreditreport.com.

Even if you do not find any suspicious activity on your initial credit reports, the Federal Trade Commission (FTC) recommends that you check your credit reports periodically. Victim information sometimes is held for use or shared among a group of thieves at different times. Checking your credit reports periodically can help you spot problems and address them quickly.

If you find suspicious activity on your credit reports or have reason to believe your information is being misused, call your local law enforcement agency and file a police report. Get a copy of the report; many creditors want the information it contains to absolve you of the fraudulent debts. You also should file a complaint with the Federal Trade Commission (FTC) at www.identitytheft.gov or at 1-877-ID-THEFT (1-877- 438-4338). Your complaint will be added to the FTC’s Identity Theft Data Clearinghouse, where it will be accessible to law enforcers for their investigations. Also visit the FTC’s website at www.ftc.gov/idtheft to review their free identity theft resources such as their comprehensive step-by-step guide “*Identity Theft - A Recovery Plan*”.

Security Freeze Information

You can request a “Security Freeze” on your credit file by sending a request in writing, by mail, to each of the three nationwide credit reporting companies. When a Security Freeze is added to your credit report, all third parties, such as credit lenders or other companies, whose use is not exempt under law will not be able to access your credit report without your consent. The Security Freeze may delay, interfere with or prohibit the timely approval of any subsequent request or application you make that involves access to your credit report. This may include, but is not limited to, new loans, credit, mortgages, insurance, rental housing, employment, investments, licenses, cellular phone service, utility service, digital signature service, Internet credit card transactions and extension of credit at point of sale. There may be a fee for placing, temporarily lifting, or removing a Security Freeze with each of the nationwide consumer reporting companies, although that fee is waived if you send the credit reporting company proof of eligibility by mailing a copy of a valid identity theft report, or other valid report from a law enforcement agency to show you are a victim of identity theft and are eligible for free Security Freeze services.

To place a Security Freeze on your credit files at all three nationwide credit reporting companies, write to the addresses below and include the following information:

Equifax Security Freeze
PO Box 105788
Atlanta, GA 30348
<https://www.freeze.equifax.com>
1-800-685-1111

TransUnion Security Freeze
PO Box 2000
Chester, PA 19016
<http://transunion.com/freeze>
1-888-909-8872

Experian Security Freeze
PO Box 9554
Allen, TX 75013
<http://experian.com/freeze>
1-888-397-3742

- Your full name (first, middle, last including applicable generation, such as JR., SR., II, III, etc.)
- Your Social Security Number
- Your date of birth (month, day and year)
- Your complete address including proof of current address, such as a current utility bill, bank or insurance statement or telephone bill
- If you have moved in the past 2 years, give your previous addresses where you have lived for the past 2 years
- A legible photocopy of a government issued identification card (state driver's license or ID card, military identification, etc.)
- Include applicable fee. Call or visit each of the credit reporting company websites listed above for information on fees for Security Freeze services. Forms of payment are check, money order, or credit card (American Express, Discover, MasterCard and Visa), or a copy of a valid identity theft report, or other valid report from a law enforcement agency to show you are a victim of identity theft and are eligible for free Security Freeze services.

Within 5 business days of receiving your request for a security freeze, the consumer credit reporting company will provide you with a personal identification number (PIN) or password to use if you choose to remove the freeze on your consumer credit report or to authorize the release of your consumer credit report to a specific party or for a specified period of time after the freeze is in place.