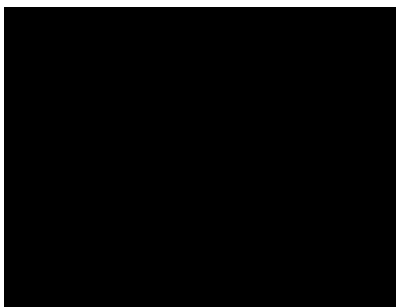




Secure Processing Center
P.O. Box 680
Central Islip, NY 11722-0680



Important Information Please Review Carefully

Dear [REDACTED]:

The privacy and security of the personal information we maintain is of the utmost importance to us. We are writing to provide you with information regarding a recent cybersecurity incident that potentially involved your personal information. Please read this notice carefully, as it provides information about the incident and precautionary measures you can take to protect your information.

What We Are Doing. We reviewed the impacted information and on or about September 14, 2026, we determined that certain of your personal information may have been involved. We want to make you aware of the incident and provide information about the precautionary measures available to you. We remain committed to maintaining the privacy of personal information entrusted to our care. We continually evaluate and modify our practices and internal controls to enhance the security and privacy of your personal information.

What Information Was Involved? The potentially impacted information includes your [REDACTED]

What You Can Do. Out of an abundance of caution, we want to make you aware of the incident. As a best practice, you may call your bank or card issuer if you see any suspicious transactions and ask your bank or card issuer whether a new card should be issued to you. This letter also provides information about the precautionary measures you can take to protect your personal information, including placing a Fraud Alert and Security Freeze on your credit files, and obtaining a free credit report. Additionally, you should always remain vigilant in reviewing your financial account statements and credit reports for fraudulent or irregular activity on a regular basis.

For More Information. If you have any questions or concerns, please contact us at [REDACTED] [REDACTED] during normal business hours. We have taken this matter very seriously and apologize for any inconvenience or concern this may cause.

Sincerely,

McKenzie Creative Brands

– OTHER IMPORTANT INFORMATION –

1. Placing a Fraud Alert.

We recommend that you place a one-year “Fraud Alert” on your credit files, at no charge. A fraud alert tells creditors to take reasonable steps to verify your identity before they open any new accounts. To place a fraud alert, call any one of the three major credit bureaus at the numbers listed below. Once one credit bureau confirms your fraud alert, it is required to notify the others.

Equifax

Equifax Information Services LLC
P.O. Box 105069, Atlanta, GA
30348
www.equifax.com/personal/credit-report-services/credit-fraud-alerts/ 1-

Experian

P.O. Box 9532, Allen, TX
75013
www.experian.com/fraud 1-
888-EXPERIAN (1-888-397-
3742)

TransUnion

Fraud Victim Assistance
Department P.O. Box 2000,
Chester, PA 19016
www.transunion.com/fraud-alerts
800-916-8800; 800-680-7289

2. Consider Placing a Security Freeze on Your Credit File.

You may also request a “Security Freeze” be placed on your credit file at no cost. A security freeze prohibits, with certain specific exceptions, the consumer reporting agencies from releasing your credit report or any information from it without your express authorization. You may place a security freeze on your credit report by contacting any of the three nationwide credit reporting companies. To find out more on how to place a security freeze, you can use the following contact information:

Equifax Security Freeze

Equifax Information Services LLC
P.O. Box 105788, Atlanta, GA 30348
www.equifax.com/personal/credit-report-services/credit-freeze/

Experian Security Freeze

P.O. Box 9554, Allen, TX
75013
www.experian.com/freeze 1-
888-EXPERIAN (1-888-397-
3742)

TransUnion Security Freeze

P.O. Box 160, Woodlyn, PA
19094
www.transunion.com/credit-freeze 800-916-8800; 888-909-
8872

To place the security freeze, you will need to supply your name, address, date of birth, Social Security number and other personal information such as a copy of a government-issued identification. After receiving your freeze request, each credit reporting company will send you a confirmation letter containing a unique PIN (personal identification number) or password. Keep the PIN or password in a safe place. You will need it if you choose to lift the freeze. If you do place a security freeze prior to enrolling in identity theft protection services, you will need to remove the freeze to sign up. After you sign up, you may refreeze your credit file.

3. Obtaining a Free Credit Report.

Under federal law, you are entitled to one free credit report every 12 months from each of the above three major nationwide credit reporting companies. Call 1-877-322-8228 or request your free credit reports online at www.annualcreditreport.com. Once you receive your credit reports, review them for discrepancies, identify any accounts you did not open or inquiries from creditors that you did not authorize, and verify that all information is correct. If you have questions or notice incorrect information, contact the credit reporting company.

4. Additional Helpful Resources.

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. Checking your credit report 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. Be sure to obtain a copy of the police report, as many creditors will want the information it contains to absolve you of the fraudulent debts. You may also file a complaint with the FTC by visiting www.identitytheft.gov, by phone at 1-877-IDTHEFT (1-877-438-4338), or by mail at Federal Trade Commission, 600 Pennsylvania Avenue, NW, Washington, DC 20580. In addition, you may obtain information from the FTC about fraud alerts and security freezes.

Massachusetts Residents: Under Massachusetts law, you have the right to obtain a police report 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.