



The Winn-Dixie Company
5050 Edgewood Ct, Jacksonville, FL 32254
Local: 904.783.5000 Toll Free: 800.967.9105
WinnDixie.com/about

[INDIVIDUAL NAME]
[STREET ADDRESS]
[CITY, STATE AND POSTAL CODE]
[ANY APPLICABLE CREDIT MONITORING PROMOTION CODE]
[DATE]

RE: Important Security Notification. Please read this entire letter.

NOTICE OF DATA BREACH

Dear [FIRST NAME] [LAST NAME]:

The Winn-Dixie Company, LLC (the "Company") values your business and respects the privacy of your information, which is why, as a precautionary measure, the Company is writing to let you know about a data security incident that involves your personal information.

Please also review below the attached Steps You Can Take to Further Protect Your Information for further information on steps you can take to protect your information, and how to receive free credit monitoring services for two years.

For More Information:

For further information and assistance, please contact The Winn-Dixie Company Customer Care Center at 1-844-745-0463 between 8 a.m.- 7 p.m. EST daily.

Sincerely,
The Winn-Dixie Company

Steps You Can Take to Further Protect Your Information

1.) Credit Report Monitoring/Identity Theft Protection Services

To help protect your identity, the Company is offering complimentary access to Experian IdentityWorks for 24 months.

If you believe there was fraudulent use of your information as a result of this incident and would like to discuss how you may be able to resolve those issues, please reach out to an Experian agent. If, after discussing your situation with an agent, it is determined that identity restoration support is needed then an Experian Identity Restoration agent is available to work with you to investigate and resolve each incident of fraud that occurred from the date of the incident (including, as appropriate, helping you with contacting credit grantors to dispute charges and close accounts; assisting you in placing a freeze on your credit file with the three major credit bureaus; and assisting you with contacting government agencies to help restore your identity to its proper condition).

Please note that Identity Restoration is available to you for [##] 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.

While identity restoration assistance is immediately available to you, the Company also encourages 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** [Enrollment End Date] (Your code will not work after this date.)
- **Visit** the Experian IdentityWorks website to enroll: [Enrollment URL]
- Provide your **activation code**: [Activation Code]

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 [TFN] by [Enrollment End Date]. Be prepared to provide engagement number [B#####] 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 file for indicators of fraud.
- **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.

2.) Review Your Account Statements and Notify Law Enforcement of Suspicious Activity

As a precautionary measure, the Company recommends that you remain vigilant by reviewing your account statements and credit reports closely. If you detect any suspicious activity on an account, you should promptly notify the financial institution or company with which the account is maintained. You also should promptly report any fraudulent activity or any suspected incidence of identity theft to proper law enforcement authorities, including your state attorney general and the Federal Trade Commission (FTC). Massachusetts law also provides you 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.

To file a complaint with the FTC, go to IdentityTheft.gov or call 1-877-ID-THEFT (877-438-4338). Complaints filed with the FTC will be added to the FTC's Identity Theft Data Clearinghouse, which is a database made available to law enforcement agencies.

3.) Obtain and Monitor Your Credit Report

The Company recommends that you obtain a free copy of your credit report from each of the three major credit reporting agencies once every 12 months by visiting www.annualcreditreport.com, calling toll-free 877-322-8228, or by completing an Annual Credit Report Request Form and mailing it to Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348. You can access the printable request form at: www.consumer.ftc.gov/sites/www.consumer.ftc.gov/files/articles/pdf/pdf-0093-annual-report-request-form.pdf or fill out the online form at www.annualcreditreport.com.

You may elect to purchase a copy of your credit report by contacting one of the three national credit reporting agencies. Contact information for the three national credit reporting agencies for the purpose of requesting a copy of your credit report or for general inquiries is provided below:

	Equifax	Experian	TransUnion
Contact Information	(888) 378-4329 www.equifax.com P.O. Box 740241 Atlanta, GA 30374	(888) 397-3742 www.experian.com P.O. Box 2002 Allen, TX 75013	(800) 888-4213 www.transunion.com 2 Baldwin Place P.O. Box 1000 Chester, PA 19016

4.) Place a Fraud Alert on Your Account

You may want to consider placing a fraud alert on your credit report. An initial fraud alert is free and will stay on your credit file for at least 90 days. The alert informs creditors of possible fraudulent activity within your report and requests that the creditor contact you prior to establishing any accounts in your name. To place a fraud alert on your credit report, contact any of the three credit reporting agencies identified above. Additional information is available at www.annualcreditreport.com.

5.) Take Advantage of Additional Free Resources on Identity Theft

The Company recommends that you review the tips provided by the Federal Trade Commission's Consumer Information website, a valuable resource with some helpful tips on how to protect your information. Additional information is available at <https://consumer.ftc.gov/identity-theft-and-online-security>.

For more information, please visit IdentityTheft.gov or call 1-877-ID-THEFT (877-438-4338). A copy of *Identity Theft – A Recovery Plan*, a comprehensive guide from the FTC to help you guard against and deal with identity theft, can be found on the FTC's website at https://www.bulkorder.ftc.gov/system/files/publications/501a_idt_a_recovery_plan_508.pdf.

6.) Other Important Information

In Massachusetts, you have the right to put a security freeze on your credit file. A security freeze (also known as a credit freeze) makes it harder for someone to open a new account in your name. It is designed to prevent potential creditors from accessing your credit report without your consent. As a result, using a security freeze may interfere with or delay your ability to apply for a new credit card, wireless phone, or any service that requires a credit check. You must separately place a security freeze on your credit file with each credit reporting agency. To place a security freeze, you may be required to provide the consumer reporting agency with information that identifies you including your full name, Social Security number, date of birth, previous addresses, proof of your current address such as a utility or phone bill, a photocopy of your government-issued identification card like a driver's license, and a copy of the police report, investigative report, or complaint, if you are an identity theft victim. There is no charge to request a security freeze or to remove a security freeze.