



BODYBUILDING.com

April 24, 2019

[Address1]

[Address2]

Notice of Data Breach

Dear [Name],

Vitalize, LLC operates the site www.bodybuilding.com ("Vitalize"). Recently, we became aware of a data security incident that may have affected certain vendor information in our possession. We have no evidence that personal information was accessed or misused, but we are notifying you out of an abundance of caution to explain the circumstances as we understand them and to summarize the steps we are undertaking and the resources we are making available.

What Happened?

Vitalize became aware of a data security incident involving unauthorized access to its systems in February 2019. On April 12, we concluded our investigation and could not rule out that personal information may have been accessed.

What Information Was Involved?

Information that you provided to us which might have been accessed in this incident could include your name, social security number, and contact information. Your payment bank account and routing information may also have been accessed.

What We Are Doing:

Upon discovering the incident, the Company took steps to understand the nature and scope of the data security incident, and brought in external forensic consultants that specialize in cyber attacks. We're working with leading security experts to address any vulnerabilities and remediate the incident. We continue to monitor our systems for unauthorized access and have introduced additional security measures. We are also coordinating with law enforcement to investigate the incident.

As an added precaution to help protect your identity, we are offering a complimentary two-year membership of Experian's® IdentityWorksSM. This product provides you with superior identity detection and resolution of identity theft. To activate your membership and start monitoring your personal information please follow the steps below:

- Ensure that you **enroll by: July 31, 2019** (Your code will not work after this date.)
- **Visit** the Experian IdentityWorks website to enroll:
<https://www.experianidworks.com/3bcredit>
- Provide your **activation code: [code]**

If you have questions about the product, need assistance with identity restoration or would like an alternative to enrolling in Experian IdentityWorks online, please contact Experian's customer care team at 1-877-890-9332 by **July 31, 2019**. Be prepared to provide engagement number DB12052 as proof of eligibility for the identity restoration services by Experian.

What You Can Do:

In addition to enrolling in the identity theft protection services described above, we recommend that you take the following steps to protect against and monitor for potential misuse of your personal information:

- You should regularly review your account statements and monitor free credit reports. Under federal law, you are entitled to obtain one free copy of your credit report every twelve months from each of the nationwide consumer reporting agencies. You can obtain a free copy of your credit report from each agency by calling 1-877-322-8228 or visiting www.annualcreditreport.com. We recommend that you periodically obtain credit reports from each nationwide credit reporting agency. If you discover information on your credit report arising from a fraudulent transaction, you may request that the credit reporting agency delete that information from your credit report file.
- You may also consider contacting the credit reporting agencies directly if you wish to put in place a fraud alert or a security freeze. A fraud alert will notify any merchant checking your credit history that you may be the victim of identity theft and that the merchant should take additional measures to verify the application. Contacting any one of the three agencies will place an alert on your file at all three. A security freeze restricts all creditor access to your account but might also delay any requests you might make for new accounts. There is no charge for a security freeze.
 - Equifax: 800-525-6285; www.equifax.com; P.O. Box 740241, Atlanta, GA 30374-0241
 - Experian: 1-888-EXPERIAN (397-3742); www.experian.com; P.O. Box 9554, Allen, TX 75013
 - TransUnion: 800-680-7289; www.transunion.com; Fraud Victim Assistance Division, P.O. Box 6790, Fullerton, CA 92834-6790

You will need to supply your name, address, date of birth, Social Security number, and other personal information. The agencies are not permitted to charge you for placing or lifting a freeze. Each credit reporting agency will confirm your request with a unique PIN or password that you will need in order to lift or remove the freeze. You should keep the PIN or password in a safe place.

- To report incidents of fraud and identity theft, you can contact the Federal Trade Commission (FTC) at 1-877-ID-THEFT, through their website at <http://identitytheft.gov>, or by mail at Identity Theft Clearinghouse, Federal Trade Commission, 600 Pennsylvania Ave., N.W., Washington, D.C. 20580. You can also contact local law enforcement to obtain or file a police report or your state's attorney general.
- Be cautious of any unsolicited communications that ask for your personal information or refer you to a website asking for personal information.
- Avoid clicking on links or downloading attachments from suspicious emails.

For More Information:

We have established a dedicated call center to answer any questions you may have. The call center number is **1-855-356-3059**, and it is open 8:00 am to 10:00 pm CT (M-F), 10:00 am to 7:00 pm CT (Sat.-Sun.).

We sincerely regret any inconvenience or concern.

Sincerely,

Raquel Krol
SVP, Global Human Resources

Letter Code: 200

**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, Equifax and Transunion files 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.
- **Up to \$1 Million Identity Theft Insurance**:** Provides coverage for certain costs and unauthorized electronic fund transfers.

If you believe there was fraudulent use of your information and would like to discuss how you may be able to resolve those issues, please reach out to an Experian agent at 1-877-890-9332. 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 (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 this Identity Restoration support is available to you for one year 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. You will also find self-help tips and information about identity protection at this site.

* Offline members will be eligible to call for additional reports quarterly after enrolling.

** Identity theft insurance is underwritten by insurance company subsidiaries or affiliates of American International Group, Inc. (AIG). The description herein is a summary and intended for informational purposes only and does not include all terms, conditions and exclusions of the policies described. Please refer to the actual policies for terms, conditions, and exclusions of coverage. Coverage may not be available in all jurisdictions.