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Sender Name
Title
Blink Media Inc.
109 S 5th St.
Brooklyn, NY 11249
Email:

[Insert Blink Logo]

April 26, 2019

Delivered Via U.S. Mail

[Insert contractor Name]
[Insert contractor Address]
[Insert contractor Address]

Re: Inadvertent Disclosure of Information

Dear [Insert contractor Name]:

Blink Media Inc. has recently discovered a security incident resulting from the inadvertent disclosure of your personal information by a third party vendor we use to process financial documents. We were able to identify and rectify this issue, and at this time, we have no evidence that your personal information has been or is likely to be misused as a result of this incident. Nonetheless, we want to make you aware of some precautions you can take to protect yourself against the possibility of becoming a victim of identity theft.

As a precaution and to assist you in guarding against possible misuse of your personal information we have contracted with Experian to provide you the Experian IdentityWorksSM service for 18 months at no charge to you. A description of these products are provided with this letter, which also contains instructions about how to enroll (including your personal activation code).

If you choose to take advantage of this product, it will provide you credit monitoring services and identity theft support. We urge you to consider enrolling in this product, at our expense, and reviewing the additional resources enclosed with this letter. The license code for this offer is effective through the end of July 31, 2019. However, even if you choose not to enroll in the free credit monitoring service, we strongly encourage you to actively monitor your financial accounts and free credit reports that are available to you. You should report any suspected identity theft to us and to appropriate law enforcement authorities. In addition, you have a right to obtain a police report as a result of this incident.

Blink Media takes the responsibility of safeguarding vendor personal information extremely seriously, and we maintain and follow detailed

information security policies and procedures. Accordingly, security measures are constantly analyzed and improved in order to safeguard personal information. We continue to monitor the security of personal information and those of the vendors we engage with to ensure this does not happen again.

We apologize for any inconvenience that this error may have caused and regret that this situation occurred. Your confidence in our ability to safeguard your personal information is very important to us. If you have any questions, please do not hesitate to contact me at [insert phone number of appropriate contact].

Sincerely,

[insert name of person this letter is coming from]
[insert title]

IMPORTANT STEPS TO HELP PREVENT FRAUD

1. **Carefully review all of your banking, credit card and other account statements and report any unauthorized transactions.** You should regularly review your accounts to look for unauthorized or suspicious activity. You also may want to notify your financial organization(s) and credit card companies that you received this notice. This will tell them that your information may have been viewed or accessed by an unauthorized party.
2. **Contact the fraud department at the three major credit bureaus listed below and ask them to place a “fraud alert” on your credit file.** A fraud alert tells creditors to contact you before they open any new credit accounts or change your existing accounts. To place a fraud alert on your credit file, contact one of the three national credit bureaus at the numbers provided below.

Equifax
(800) 685-1111
www.equifax.com
P.O. Box 740241
Atlanta, GA 30374-0241

Experian
(888) 397-3742
www.experian.com
P.O. Box 9532
Allen, TX 75013

TransUnion
(800) 916-8800
www.transunion.com
P.O. Box 6790
Fullerton, CA 92834-6790

3. **Obtain your credit report from each of the three major credit reporting agencies and review them to be sure they are accurate and include only authorized accounts.** You are entitled to a free copy of your report every 12 months. To order your report, visit www.annualcreditreport.com, or call toll-free (877) 322-8228, or complete an Annual Credit Report Request Form and mail it to: Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348-5281 (you can print the request form at <https://www.consumer.ftc.gov/articles/pdf-0093-annual-report-request-form.pdf>). Carefully review your credit reports to verify that your name, address, account, and any other information are accurate and notify the credit reporting agencies of any errors you detect, and about any accounts you did not open or inquiries from creditors you did not initiate. In addition to your free credit report, you can also purchase a copy of your credit report by contacting one of the three national credit reporting companies listed above.
4. **Contact the Federal Trade Commission (FTC) to obtain additional information about how to protect against identity theft.** You may wish to contact the FTC at (877) IDTHEFT (438-4338) or visit www.ftc.gov/bcp/edu/microsites/idtheft/ if you have general questions about identity theft.
5. **Credit Freezes:** You also can place a security freeze on your credit report at no charge. A security freeze is designed to prevent potential credit grantors from accessing your credit report without your consent. *Therefore, using a security freeze may interfere with or delay your ability to*

obtain credit. You may request placement of a freeze on your credit report by sending a request to a credit reporting company by certified mail, overnight mail or regular stamped mail to:

Equifax (800) 685-1111 www.equifax.com P.O. Box 740241 Atlanta, GA 30374-0241	Experian (888) 397-3742 www.experian.com P.O. Box 9532 Allen, TX 75013	TransUnion (800) 916-8800 www.transunion.com P.O. Box 6790 Fullerton, CA 92834-6790
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6. **We recommend that you remain vigilant over the next 12 to 24 months and report any suspected identity theft or other misuse of personal information immediately to the proper law enforcement authorities.**
7. **Enroll in Experian's IdentityWorks.** As an added precaution, we have arranged to have Experian protect your identity for 18 months at no cost to you. The following identity protection services start on the date of this notice and you can use them at any time during the next 18 months.

What we are doing to protect your information:

To help protect your identity, we are offering a complimentary 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:

1. Ensure that you **enroll by: 7.31.2019** (Your code will not work after this date.)
2. **Visit** the Experian IdentityWorks website to enroll: <https://www.experianidworks.com/3bplus>
3. Provide your **activation code**

ADDITIONAL DETAILS REGARDING YOUR 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.
- **Internet Surveillance:** Technology searches the web, chat rooms & bulletin boards 24/7 to identify trading or selling of your personal information on the Dark Web.

- **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. 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.