



American Rental Association  
 Return Mail Processing Center  
 P.O. Box 6336  
 Portland, OR 97228

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 <<City>><<State>><<Zip>>  
 <<Country>>

<<Date>>

Dear <<Name 1>>:

The American Rental Association strives to provide a secure e-commerce solution for our members, however we must inform you that we have discovered a data incident involving some of your personal information that occurred between June 14, 2018 and March 19, 2019, which we discovered on March 19, 2019.

Under Massachusetts law, you have the right to obtain any police report filed in regard to this incident. Note, however, that to our knowledge no police report has been filed concerning 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.

Massachusetts law also allows consumers to place a security freeze on their credit reports. A security freeze prohibits a credit reporting agency from releasing any information from a consumer's credit report without written authorization. However, please be aware that placing a security freeze on your credit report may delay, interfere with, or prevent the timely approval of any requests you make for new loans, credit mortgages, employment, housing or other services. There is no cost to request a security freeze.

To place a security freeze on your credit report, you must send a written request to each of the three major consuming reporting agencies by regular, certified or overnight mail at the addresses below:

Equifax Credit Information Services, Inc. P.O. Box 740241 Atlanta, GA 30374 (888) 685-1111 www.equifax.com	Experian P.O. Box 4500 Allen, TX 75013 (888) 397-3742 www.experian.com	TransUnion 2 Baldwin Place P.O. Box 1000 Chester, Pennsylvania 19022 (800) 888-4213 www.transunion.com
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In order to request a security freeze, you will need to provide the following information:

1. Your full name (including middle initial as well as Jr., Sr., II, III, etc.);
2. Social Security number;
3. Date of birth;
4. If you have moved in the past five (5) years, provide the addresses where you have lived over the prior five years;
5. Proof of current address such as current utility bill or telephone bill;
6. A legible photocopy of a government issued identification card (state driver's license or ID card, military identification, etc.); and
7. If you are a victim of identity theft, include a copy of either the police report, investigative report, or complaint to a law enforcement agency concerning identity theft.

The credit reporting agencies have one (1) business day after receiving your completed request by phone or electronic means to place a security freeze on your credit report (three (3) business days if received by mail). To lift the security freeze in order to allow a specific entity or individual access to your credit report, you must call or send a written request to the credit reporting agencies by mail and include proper identification (name, address, and social security number) and the PIN number or password provided to you when you placed the security freeze as well as the identities of those entities or individuals you would like to receive your credit report or the specific period of time you want the credit report available. The credit reporting agencies have (1) hour after receiving your request by phone or electronic means (three (3) business days after receiving by mail) to lift the security freeze for those identified entities or for the specified period of time.

As an additional safeguard, we have arranged for you to enroll, at no cost to you, in an online credit monitoring service (*myTrueIdentity*) for one year provided by TransUnion Interactive, a subsidiary of TransUnion,<sup>®</sup> one of the three nationwide credit reporting companies.

**How to Enroll: You can sign up online or via U.S. mail delivery**

- To enroll in this service, go to the *myTrueIdentity* website at [www.MyTrueIdentity.com](http://www.MyTrueIdentity.com) and, in the space referenced as "Enter Activation Code," enter the 12-letter Activation Code <<Insert Unique 12-letter Activation Code>> and follow the three steps to receive your credit monitoring service online within minutes.
- If you do not have Internet access and wish to enroll in a similar offline, paper-based credit monitoring service, via U.S. mail delivery, please call the TransUnion Fraud Response Services toll-free hotline at 1-888-909-8872. When prompted, enter the six-digit telephone passcode <<Engagement number>> and follow the steps to enroll in the offline credit monitoring service, add an initial fraud alert to your credit file, or speak to a TransUnion representative if you believe you may be a victim of identity theft.

You can sign up for the online or offline credit monitoring service anytime between now and **June 30, 2019**. Due to privacy laws, we cannot register you directly. Please note that credit monitoring services might not be available for individuals who do not have a credit file with TransUnion or an address in the United States (or its territories) and a valid Social Security number. Enrolling in this service will not affect your credit score.

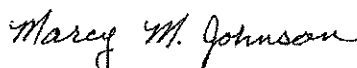
**ADDITIONAL DETAILS REGARDING YOUR 12-MONTH COMPLIMENTARY CREDIT MONITORING SERVICE:**

- Once you are enrolled, you will be able to obtain one year of unlimited access to your TransUnion credit report and credit score.
- The daily credit monitoring service will notify you if there are any critical changes to your credit file at TransUnion, including fraud alerts, new inquiries, new accounts, new public records, late payments, changes of address, and more.
- The service also includes access to an identity restoration program that provides assistance in the event that your identity is compromised and up to \$1,000,000 in identity theft insurance with no deductible. (Policy limitations and exclusions may apply.)

**For More Information**

We sincerely apologize for this incident and regret any inconvenience it may cause you. Should you have questions or concerns regarding this matter, please contact our call center dedicated to this incident at 1-877-231-0453.

Sincerely,



Marcy Johnson  
VP Finance & Administration/CFO  
American Rental Association