



15483

{date}

{name and address}

Dear _____:

We are writing to notify you of a data security incident involving one of our subsidiaries, Tier 10 Marketing, because personal information you provided may have been affected by this incident.

We take the protection of your personal information seriously, which is why we are advising you of this incident, steps we have taken to secure our systems, and resources available to you to protect against unauthorized use of your personal data.

What Happened?

On May 30, 2019, we became aware that one of our employee's email accounts may have been compromised. Those in the employee's address book received emails asking that they provide their username and passwords. We promptly notified all such recipients, internal and external, that they should delete that message and, if they opened it, contact their IT staff to run a virus scan and change their email password.

What We Are Doing?

On learning of the incident, we promptly secured the data in the compromised account, as well as that of any other users we suspected may have been affected. We then engaged Fortalice Solutions, a leading national cybersecurity firm, to conduct a thorough investigation of the incident and determine if any sensitive information could have been exposed.

In addition, we are working with data security experts to assess our existing security measures and to identify and implement additional system protections and safeguards. We are committed to ensuring that this was an isolated incident.

What Information Was Involved?

While Fortalice found no evidence of large scale data exfiltration, their investigation did identify a handful of individuals, including you, whose social security numbers may have been accessible.

What You Can Do.

We recommend following best practices of regularly changing your passwords and not using simple, easy-to-guess passwords for all of your online accounts. We also recommend you remain vigilant for incidents of fraud and identity theft by obtaining a free copy of your credit report. In addition, we will provide you with free credit monitoring for up to 18 months through Norton's Lifelock, which you may subscribe to at <https://www.lifelock.com>. Select Lifelock Select and email us a copy of the invoice; we will reimburse you for up to \$180.



For More Information.

We sincerely regret that this incident occurred and apologize for any inconvenience it may cause you. If you have any questions, please do not hesitate to contact us at legal@tier10.com.

Sincerely,

Data Driven Holdings