


16125

 **LifeMark**
Securities Corp.

C/O ID Experts
PO Box 4600
Everett WA 98204

ENDORSE
[Barcode]
NAME
ADDRESS1
ADDRESS2
CSZ
COUNTRY
SEQ
CODE 2D
Ver 3MA

BREAK

To Enroll, Please Call:
1-833-953-1735
Or Visit:
<https://ide.myidcare.com/lifemark>
Enrollment Code: <<XXXXXXXX>>

November 19, 2019

Notice of LifeMark Securities Corp. Data Security Incident

Dear NAME:

We would like to thank you for the trust you have placed in LifeMark Securities Corp., (“LifeMark”) and our registered representative, <<Rep>>, with regard to your investments and financial services. This letter is to notify you of a data security incident experienced by LifeMark that may have impacted information you sent us via email, including your name, address, Social Security number, and financial account information. Information and documents sent to us through our secure file share website were not affected and remain secure. We value and respect the privacy of your information, and we sincerely apologize for any concern or inconvenience this may cause you. Please be assured that we have taken measures to address the incident and enhance the security of our systems.

This letter contains information about steps you can take to further protect your information, resources we are making available to you, a copy of LifeMark’s Privacy Policy, and finally a New Account Agreement UPDATE form that will ensure we have the most current contact information along with suitability information to ensure your current investments are suitable compared to your investment objectives and risk tolerance. Please complete this New Account form and either return it to your registered representative or directly to LifeMark at 400 W. Metro Financial Center, Rochester, NY 14623.

LifeMark values the security of your information and is offering complimentary identity theft protection services called MyIDCare through ID Experts. MyIDCare services include: 24 months of Credit and CyberScan monitoring, a \$1,000,000 insurance reimbursement policy, and fully managed id theft recovery services. With this protection, MyIDCare will help you resolve issues if your identity is compromised.

We encourage you to contact ID Experts with any questions and to enroll in free MyIDCare services by calling 1-833-953-1735 or going to <https://ide.myidcare.com/lifemark> and using the Enrollment Code at the top of this letter. MyIDCare experts are available Monday through Friday from 9 am - 9 pm Eastern Time. Please note the deadline to enroll is February 19, 2020.

Additional Information:

Under Massachusetts law, you have the right to obtain any police report filed regarding 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, and as of September 21, 2018, placing a freeze on your credit report is now free for all United States citizens. 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. Under federal law, you cannot be charged to place, lift, or remove a security freeze.

To place a security freeze on your credit report, consumers must contact each of the three major consumer credit reporting agencies. Each have a dedicated web page for security freezes and fraud alerts:

Equifax: <https://www.equifax.com/personal/credit-report-services/>

Experian: <https://www.experian.com/freeze/center.html>

TransUnion: <https://www.transunion.com/credit-freeze>

To request a security freeze by phone or mail, contact each of the three major consumer reporting agencies:

Equifax (www.equifax.com); Experian (www.experian.com) and TransUnion (www.transunion.com) by regular, certified or overnight mail at the addresses below:

Equifax Security Freeze
U.S. Consumer Services
P.O. Box 105788
Atlanta, GA 30348
800-349-9960

Experian Security Freeze
P.O. Box 9554
Allen, TX 75013
888-397-3742

TransUnion Security Freeze
Fraud Victim Assistance
Department
P.O. Box 6790
Fullerton, CA 92834
888-909-8872

If a request is made online or by phone, then the credit reporting agency must put the freeze in place no later than the next business day. In order to request a security freeze, you may 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. The addresses where you have lived over the prior five years;
5. Proof of current address, such as a current utility bill, telephone bill, rental agreement, or deed;
6. A legible photocopy of a government issued identification card (state driver's license or ID card, etc.);
7. Social Security Card, pay stub, or W2;
8. 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.

There is no cost to freeze or unfreeze your credit files.

We want to assure you that we are taking steps to prevent this type of incident from happening in the future. We have changed passwords for all email accounts and are currently implementing additional security controls. We have increased password complexity requirements, implemented a shorter password expiration policy, anti-threat protection tools for our email environment, and an enhanced third-party spam filter tool.

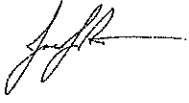
For more information:

You will find detailed instructions for enrollment on the enclosed Recommended Steps document. Also, you will need to reference the Enrollment Code at the top of this letter when calling or enrolling online, so please do not discard this letter.

For questions and enrollment assistance, please call 1-833-953-1735 or go to <https://ide.myidcare.com/lifemark>.

Your trust is a top priority for us, and we deeply regret any inconvenience or concern that this matter may cause you.

Sincerely,

A handwritten signature in black ink, appearing to read 'Jim Prisco', with a horizontal line extending to the right.

Jim Prisco
President
LifeMark Securities Corp.



Recommended Steps to Help Protect Your Information

- 1. Website and Enrollment.** Go to <https://ide.myidcare.com/lifemark> and follow the instructions for enrollment using your Enrollment Code provided at the top of the letter.
- 2. Activate the credit monitoring** provided as part of your MyIDCare membership. The monitoring included in the membership must be activated to be effective. Note: You must have established credit and access to a computer and the internet to use this service. If you need assistance, MyIDCare will be able to assist you.
- 3. Telephone.** Contact MyIDCare at 1-833-953-1735 to gain additional information about this event and speak with knowledgeable representatives about the appropriate steps to take to protect your credit identity.
- 4. Review your credit reports.** We recommend that you remain vigilant by reviewing account statements and monitoring credit reports. Under federal law, you also are entitled every 12 months to one free copy of your credit report from each of the three major credit reporting companies. To obtain a free annual credit report, go to www.annualcreditreport.com or call 1-877-322-8228. You may wish to stagger your requests so that you receive a free report by one of the three credit bureaus every four months.

If you discover any suspicious items and have enrolled in MyIDCare, notify them immediately by calling or by logging into the MyIDCare website and filing a request for help.

If you file a request for help or report suspicious activity, you will be contacted by a member of our ID Care team who will help you determine the cause of the suspicious items. In the unlikely event that you fall victim to identity theft as a consequence of this incident, you will be assigned an ID Care Specialist who will work on your behalf to identify, stop and reverse the damage quickly.

You should also know that you have the right to file a police report if you ever experience identity fraud. Please note that in order to file a crime report or incident report with law enforcement for identity theft, you will likely need to provide some kind of proof that you have been a victim. A police report is often required to dispute fraudulent items. You can report suspected incidents of identity theft to local law enforcement or to the Attorney General.

5. Place Fraud Alerts with the three credit bureaus. If you choose to place a fraud alert, we recommend you do this after activating your credit monitoring. You can place a fraud alert at one of the three major credit bureaus by phone and also via Experian's or Equifax's website. A fraud alert tells creditors to follow certain procedures, including contacting you, before they open any new accounts or change your existing accounts. For that reason, placing a fraud alert can protect you, but also may delay you when you seek to obtain credit. The contact information for all three bureaus is as follows:

Credit Bureaus

Equifax Fraud Reporting
1-866-349-5191
P.O. Box 105069
Atlanta, GA 30348-5069
www.equifax.com

Experian Fraud Reporting
1-888-397-3742
P.O. Box 9554
Allen, TX 75013
www.experian.com

TransUnion Fraud Reporting
1-800-680-7289
P.O. Box 2000
Chester, PA 19022-2000
www.transunion.com

It is necessary to contact only ONE of these bureaus and use only ONE of these methods. As soon as one of the three bureaus confirms your fraud alert, the others are notified to place alerts on their records as well. You will receive confirmation letters in the mail and will then be able to order all three credit reports, free of charge, for your review. An initial fraud alert will last for one year.

Please Note: No one is allowed to place a fraud alert on your credit report except you.

6. Security Freeze. By placing a security freeze, someone who fraudulently acquires your personal identifying information will not be able to use that information to open new accounts or borrow money in your name. You will need to contact the three national credit reporting bureaus listed above to place the freeze. Keep in mind that when you place the freeze, you will not be able to borrow money, obtain instant credit, or get a new credit card until you temporarily lift or permanently remove the freeze. There is no cost to freeze or unfreeze your credit files.

7. You can obtain additional information about the steps you can take to avoid identity theft from the following agencies. The Federal Trade Commission also encourages those who discover that their information has been misused to file a complaint with them.

Identity Theft Clearinghouse, Federal Trade Commission, 600 Pennsylvania Avenue, NW Washington, DC 20580, www.consumer.gov/idtheft, 1-877-IDTHEFT (438-4338), TTY: 1-866-653-4261.