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March 24, 2020

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John Doe  
123 Anystreet Dr  
Anytown, NY 12345



Dear John Doe:

We value your business and respect the privacy of our customers' information. Accordingly, as a precautionary measure, we are writing to notify you that there was a theft of customer information maintained by Family Ford of Enfield that involved your personal information and occurred on or around February 5, 2020. We had collected your personal information in connection with your purchase of a vehicle from us in 2019.

Under Massachusetts law you have the right to obtain any police report filed in regard to the incident. For a copy of the police report, please email [policereportrequest@familyfordinc.com](mailto:policereportrequest@familyfordinc.com). If you are the victim of identity theft, you also have the right to file a police report and obtain a copy of it.

The information involved in this incident included social security numbers. We are therefore offering you the opportunity to enroll in free credit monitoring services for twenty-four (24) months. To enroll in the free credit monitoring service, please see the enclosed instructions.

You may also place a security freeze on your credit reports, free of charge. 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.

You must place your request for a freeze with each of the three major consumer reporting agencies: Equifax ([www.equifax.com](http://www.equifax.com)); Experian ([www.experian.com](http://www.experian.com)); and TransUnion ([www.transunion.com](http://www.transunion.com)). To place a security freeze on your credit report, you may send a written request by regular, certified or overnight mail at the addresses below. You may also place a security freeze through each of the consumer reporting agencies' websites or over the phone, using the contact information below:

Equifax Security Freeze  
P.O. Box 105788  
Atlanta, GA 30348  
1-800-349-9960  
<https://www.equifax.com/personal/credit-report-services/>

Experian Security Freeze  
P.O. Box 9554  
Allen, TX 75013  
1-888-397-3742  
<https://www.experian.com/freeze/center.html>

TransUnion Security Freeze  
P.O. Box 160  
Woodlyn, PA 19094  
1-888-909-8872  
<https://www.transunion.com/credit-freeze>

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In order to request a security freeze, you will need to provide some or all of the following information to the credit reporting agency, depending on whether you do so online, by phone, or by mail: (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 past five (5) years; (5) Proof of current address; (6) A legible photocopy of a government issued identification card; (7) Social Security Card, pay stub, or W2; and (8) If you are a victim of identity theft, include a copy of the police report, investigative report, or complaint to a law enforcement agency concerning identity theft.

The credit reporting agencies have one (1) to three (3) business days after receiving your request to place a security freeze on your credit report, based upon the method of your request. The credit bureaus must also send written confirmation to you within five (5) business days and provide you with a unique personal identification number (PIN) or password (or both) that can be used by you to authorize the removal or lifting of the security freeze. It is important to maintain this PIN/password in a secure place, as you will need it to lift or remove the security freeze.

To lift the security freeze in order to allow a specific entity or individual access to your credit report or to remove the security freeze you must make a request to each of the credit reporting agencies by mail, through their website, or by phone (using the contact information above). You must provide proper identification (including 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. You may also temporarily lift a security freeze for a specified period of time rather than for a specific entity or individual, using the same contact information above. The credit bureaus have between one (1) hour (for request made online) and three (3) business days (for request made by mail) after receiving your request to lift the security freeze for those identified entities or for the specified period of time or to remove the security freeze.

You may also want to take additional steps to protect yourself from identity theft or other fraud. These include the following: (1) placing a fraud alert on your credit file; (2) reviewing your credit reports for unexplained activity; and (3) reviewing credit card or other financial accounts for any suspicious and/or unauthorized activity. Additionally, you may want to review the tips and resources provided by the Federal Trade Commission on how to protect your identity. Please visit their website at <http://www.ftc.gov/idtheft> or call 1-877-ID-THEFT (1-877-438-4338) (toll free). Please be advised that this list is not comprehensive and there may be other steps you wish to take to protect yourself.

Family Ford of Enfield values your business and your privacy and we are working closely with law enforcement to address this incident. If you have any questions about this incident or about enrolling in the free credit monitoring service, please contact (866) 774-2193.

Sincerely,



Jacqueline Gordon, Controller

## COMPLIMENTARY CREDIT MONITORING ENROLLMENT INSTRUCTIONS

Family Ford of Enfield has retained NortonLifeLock to provide two (2) years of complimentary LifeLock Defender™ Choice identity theft protection.

To activate your membership online and get protection at no cost to you:

1. In your web browser, go directly to [www.LifeLock.com](http://www.LifeLock.com). Click on the yellow "START MEMBERSHIP" button (*do not attempt registration from a link presented by a search engine*).
2. You will be taken to another page where, below the FOUR protection plan boxes, you may enter the **Promo Code: CCFEN2003** and click the "APPLY" button.
3. On the next screen, enter your **Member ID: 12345678** and click the "APPLY" button.
4. Your complimentary offer is presented. Click the red "START YOUR MEMBERSHIP" button.
5. Once enrollment is completed, you will receive a confirmation email (*be sure to follow ALL directions in this email*).

Alternatively, to activate your membership over the phone, please call: (866) 774-2193.

You will have until June 30<sup>th</sup>, 2020 to enroll in this service.

Once you have completed the LifeLock enrollment process, the service will be in effect. Your LifeLock Defender™ Choice membership includes:

- ✓ Primary Identity Alert System<sup>†</sup>
- ✓ 24/7 Live Member Support
- ✓ Dark Web Monitoring<sup>\*\*</sup>
- ✓ Norton™ Security Deluxe<sup>2</sup> (90 Day Free Subscription)
- ✓ Stolen Funds Reimbursement up to \$25,000<sup>†††</sup>
- ✓ Personal Expense Compensation up to \$25,000<sup>†††</sup>
- ✓ Coverage for Lawyers and Experts up to \$1 million<sup>†††</sup>
- ✓ U.S.-Based Identity Restoration Team
- ✓ One-Bureau Credit Monitoring<sup>1\*\*</sup>
- ✓ Annual One-Bureau Credit Report & Credit Score<sup>1\*\*\*</sup>

The credit score provided is a VantageScore 3.0 credit score based on Equifax data. Third parties use many different types of credit scores and are likely to use a different type of credit score to assess your creditworthiness.

<sup>1</sup>If your plan includes credit reports, scores, and/or credit monitoring features ("Credit Features"), two requirements must be met to receive said features: (i) your identity must be successfully verified with Equifax; and (ii) Equifax must be able to locate your credit file and it must contain sufficient credit history information. IF EITHER OF THE FOREGOING REQUIREMENTS ARE NOT MET YOU WILL NOT RECEIVE CREDIT FEATURES FROM ANY BUREAU. If your plan also includes Credit Features from Experian and/or TransUnion, the above verification process must also be successfully completed with Experian and/or TransUnion, as applicable. If verification is successfully completed with Equifax, but not with Experian and/or TransUnion, as applicable, you will not receive Credit Features from such bureau(s) until the verification process is successfully completed and until then you will only receive Credit Features from Equifax. Any credit monitoring from Experian and TransUnion will take several days to begin after your successful plan enrollment.

No one can prevent all identity theft or cybercrime. <sup>†</sup>LifeLock does not monitor all transactions at all businesses.

<sup>2</sup>Norton Security Online provides protection against viruses, spyware, malware, and other online threats for up to 5 PCs, Macs, Android devices. Norton account features not supported in this edition of Norton Security Online. As a result, some mobile features for Android are not available such as anti-theft and mobile contacts backup. iOS is not supported.

<sup>\*\*</sup> These features are not enabled upon enrollment. Member must take action to get their protection.

<sup>†††</sup> Reimbursement and Expense Compensation, each with limits of up to \$25,000 for Defender Choice. And up to \$1 million for coverage for lawyers and experts if needed, for all plans. Benefits provided by Master Policy issued by United Specialty Insurance Company (State National Insurance Company, Inc. for NY State members). Policy terms, conditions and exclusions at: [LifeLock.com/legal](http://LifeLock.com/legal).