



15988

14901 NE 20 Avenue
Miami, FL 33181

November 1, 2019

[First Name] [Last Name]
[Address 1]
[City], [State] [Zip]

RE: Notice of Data Incident

Dear [Name]:

South Florida PBS ("SFPBS") writes to make you aware of an incident that may affect the privacy of some of your personal information. We take this incident, and the security of personal information in our systems, seriously. Upon learning of this incident, we immediately took steps to respond and commenced an in-depth investigation, with the assistance of a third-party forensic investigation firm, to determine the nature and scope of the event. Based on our investigation, we determined that the information related to you that may be affected includes:

As part of our ongoing commitment to the privacy of personal information in our care, we are reviewing our existing policies and procedures and implemented additional safeguards to further secure the information in our systems. We are also notifying regulatory authorities of this event, as appropriate. As an added precaution, we are offering complimentary access to 12 months of identity monitoring, fraud consultation, and identity theft restoration services through Kroll. Individuals who wish to receive these services must enroll by following the enrollment instructions included in the attached *Steps You Can Take to Protect Your Information*.

We encourage you to remain vigilant against incidents of identity theft and fraud and to review your account statements and credit reports for suspicious activity and to detect errors. You can find out more about how to protect your information in the enclosed *Steps You Can Take to Protect Your Information*.

We understand that you may have additional questions about this incident. If you have additional questions, please call our dedicated assistance line at 1-855-946-0128, Monday through Friday from 9:00 a.m. to 6:30 p.m. Eastern. You may also write to us at 14901 NE 20th Avenue, Miami, FL 33181.

Again, we take the privacy and security of the personal information in our care seriously and sincerely regret any inconvenience or concern this incident may cause you.

Sincerely,

A handwritten signature in black ink, appearing to be "Jeff Huff". The signature is stylized with a large, sweeping initial "J" and "H".

Jeff Huff
Chief Operating Officer
South Florida PBS

STEPS YOU CAN TAKE TO PROTECT YOUR INFORMATION

Enroll in Credit Monitoring

While we are unaware of any actual or attempted misuse of your information, in an abundance of caution, we have secured the services of Kroll to provide Credit Monitoring Services at no cost to you for 1 year.

Complimentary Credit Monitoring and Identity Protection Services

To activate Kroll's identity monitoring, fraud consultation, and identity theft restoration services, please follow the steps below:

- 1) You must activate your identity monitoring services by January 31, 2020 Your activation code will not work after this date.
- 2) Visit redeem.kroll.com to activate your identity monitoring services.
- 3) Provide your Activation Code: _____ and your Verification ID: _____
- 4) To sign in to your account after you have activated your identity monitoring services, please visit krollbreach.idmonitoringservice.com

If you have questions, please call 1-855-946-0128, Monday through Friday from 9:00 a.m. to 6:30 p.m. Eastern Time.

Monitor Your Accounts

Under U.S. law you are entitled to one free credit report annually from each of the three major credit reporting bureaus. To order your free credit report, visit www.annualcreditreport.com or call, toll-free, 1-877-322-8228. You may also contact the three major credit bureaus directly to request a free copy of your credit report.

You have the right to place a "security freeze" on your credit report, which will prohibit a consumer reporting agency from releasing information in your credit report without your express authorization. The security freeze is designed to prevent credit, loans, and services from being approved in your name without your consent. However, you should be aware that using a security freeze to take control over who gets access to the personal and financial information in your credit report may delay, interfere with, or prohibit the timely approval of any subsequent request or application you make regarding a new loan, credit, mortgage, or any other account involving the extension of credit. Pursuant to federal law, you cannot be charged to place or lift a security freeze on your credit report. Should you wish to place a security freeze, please contact the major consumer reporting agencies listed below:

Experian

PO Box 9554
Allen, TX 75013
1-888-397-3742
www.experian.com/freeze/center.html

TransUnion

P.O. Box 2000
Chester, PA 19016
1-888-909-8872
www.transunion.com/credit-freeze

Equifax

PO Box 105788
Atlanta, GA 30348-5788
1-800-685-1111
www.equifax.com/personal/credit-report-services

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 a 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.);
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) to three (3) business days after receiving your request to place a security freeze on your credit file report, based upon the method of the request. The credit bureaus must also send written confirmation to you within five (5) business days and provide you with the process by which you may remove the security freeze, including an authentication mechanism. Upon receiving a direct request from you to remove a security freeze and upon receiving proper identification from you, the consumer reporting agency shall remove a security freeze within one (1) hour after receiving the request by telephone for removal or within three (3) business days after receiving the request by mail for removal.

As an alternative to a security freeze, you have the right to place an initial or extended "fraud alert" on your file at no cost. An initial fraud alert is a 1-year alert that is placed on a consumer's credit file. Upon seeing a fraud alert display on a consumer's credit file, a business is required to take steps to verify the consumer's identity before extending new credit. If you are a victim of identity theft, you are entitled to an extended fraud alert, which is a fraud alert lasting seven years. Should you wish to place a fraud alert, please contact any one of the agencies listed below:

Experian

P.O. Box 2002
Allen, TX 75013
1-888-397-3742

www.experian.com/fraud/center.html

TransUnion

P.O. Box 2000
Chester, PA 19016
1-800-680-7289

www.transunion.com/fraud-victim-resource/place-fraud-alert

Equifax

P.O. Box 105069
Atlanta, GA 30348
1-888-766-0008

www.equifax.com/personal/credit-report-services

Additional Information

Under Massachusetts law, you have the right to obtain any police report filed in regard to 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.

You can also further educate yourself regarding identity theft, fraud alerts, security freezes, and the steps you can take to protect yourself, by contacting the consumer reporting agencies, your state Attorney General, or the Federal Trade Commission (FTC). The Federal Trade Commission can be reached at: 600 Pennsylvania Avenue NW, Washington, DC 20580; www.identitytheft.gov; 1-877-ID-THEFT (877-438-4338); and TTY: 866-653-4261. The Federal Trade Commission also encourages those who discover that their information has been misused to file a complaint with them. You can also obtain further information on how to file such a complaint by way of the contact information listed above. Instances of known or suspected identity theft should also be reported to law enforcement, the FTC, and the Massachusetts Attorney General.