

16762



April \_\_, 2020

<First Name> <Last Name>  
<Street Address>  
<City, State, Zip Code>

### **NOTICE OF SECURITY INCIDENT**

Dear <First Name>,

We are writing to notify you of a security incident that occurred at DoubleVerify involving some of your personal information. We want to reinforce at the outset that keeping personal data safe and secure is very important to us, and we deeply regret that this incident occurred.

#### **WHAT HAPPENED?**

On March 3, 2020, we learned that an unauthorized person had accessed DoubleVerify's network for a limited period of time and acquired certain information.

#### **WHAT INFORMATION WAS INVOLVED?**

The information involved includes your name <populate as appropriate: email address / SSN / TIN / BAN / CC>.

We have seen no evidence that your <populate as appropriate: < SSN / BAN / CC / Driver's License / Passport > was involved in this incident.

#### **WHAT WE ARE DOING**

Our security team took prompt steps to address this incident, including contacting law enforcement and engaging third-party cybersecurity experts to assist us in remediating and ensuring the ongoing security of our systems.

We have engaged Kroll Information Assurance, LLC to provide two years of identity monitoring services at no cost to you. Your identity monitoring services include Credit Monitoring, Web Watcher, Fraud Consultation, and Identity Theft Restoration.

233 Spring Street, 4<sup>th</sup> Floor  
New York, NY 10013  
doubleverify.com

Please visit [***Kroll ID Monitoring URL***] to activate and take advantage of your identity monitoring services. Note that you have until [***Date***] to activate your identity monitoring services. Your membership number to enroll is: [***Member ID***]

Additional information describing Kroll's services is included with this letter.

## **WHAT YOU CAN DO**

We strongly encourage you to contact Kroll and take advantage of the credit monitoring and identify theft protection services we are providing to you free of charge. Remain vigilant and carefully review your accounts for any suspicious activity, especially over the next 24 months.

If you detect any suspicious activity on an account, you should promptly notify the financial institution or company with which the account is maintained. You also should promptly report any fraudulent activity or any suspected incidence of identity theft to proper law enforcement authorities.

## **FOR MORE INFORMATION**

If you would like to take additional steps to protect your personal information, attached to this letter are helpful tips on how to do so.

We take our responsibility to protect your information extremely seriously, and we are very sorry for any inconvenience that this has caused you. If you have any questions regarding this incident or the services available to you, additional assistance is available by calling [***Kroll call center number***], Monday through Friday from 8:00 a.m. to 5:30 p.m. Central Time.

Sincerely,

DoubleVerify

### Additional Helpful Tips

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- **For Massachusetts residents:** You have the right to obtain a police report 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.
- **Helpful Contacts:** You can learn more about how to protect your credit by contacting the Federal Trade Commission (FTC) or your state's Attorney General to obtain information including about how to avoid identity theft, place a fraud alert, and place a security freeze on your credit report.
  - **Federal Trade Commission, Consumer Response Center** 600 Pennsylvania Avenue, NW, Washington, D.C. 20580, 1-877-IDTHEFT (438-5338), [www.ftc.gov/idtheft](http://www.ftc.gov/idtheft)
- **Order Your Free Credit Report.** To obtain an annual free copy of your credit reports, visit [annualcreditreport.com](http://annualcreditreport.com), call toll-free at 1-877-322-8228, or contact the major credit reporting agencies. Their contact information is as follows:

**Equifax:**

[equifax.com](http://equifax.com)

[freeze.equifax.com](http://freeze.equifax.com)

P.O. Box 105788

Atlanta, GA 30348

1-800-525-6285

**Experian:**

[experian.com](http://experian.com)

[experian.com/freeze](http://experian.com/freeze)

P.O. Box 9554

Allen, TX 75013

1-888-397-3742

**TransUnion:**

[transunion.com](http://transunion.com)

[transunion.com/freeze](http://transunion.com/freeze)

P.O. Box 2000

Chester, PA 19016

1-888-909-8872

- You may obtain one or more (depending on the state) additional copies of your credit report, free of charge. You must contact each of the credit bureaus directly to obtain such additional report(s).
- You may place a fraud alert in your file by contacting one of the three nationwide credit reporting agencies listed above. 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.
- You have the ability to place a security freeze on your credit report at no charge. A security freeze is designed to prevent credit, loans, and services from being approved in your name without your consent but may delay your ability to obtain credit. To place a security freeze, you must contact each of the three credit bureaus listed above and may be required to provide your full name; SSN; date of birth; the addresses where you have lived over the past five years; proof of current address, such as a utility bill or telephone bill; a copy of a government issued identification card; and if you are the victim of identity theft, the police report, investigative report, or complaint to a law enforcement agency.
- If you suspect incidents of identity theft, you should file a report to law enforcement, the FTC, or the Attorney General.
- **Federal Fair Credit Reporting Act Rights:** The Fair Credit Reporting Act (FCRA) is federal legislation that regulates how consumer reporting agencies use your information. As a consumer, you have certain rights under the FCRA, which the FTC has summarized as follows: you must be told if information in your file has

been used against you; you have the right to know what is in your file; you have the right to ask for a credit score; you have the right to dispute incomplete or inaccurate information; consumer reporting agencies must correct or delete inaccurate, incomplete, or unverifiable information; consumer reporting agencies may not report outdated negative information; access to your file is limited; you must give your consent for reports to be provided to employers; you may limit "prescreened" offers of credit and insurance you get based on information in your credit report; you may seek damages from violators. Identify theft victims and active duty military personnel have additional rights. For more information about these rights, you may go to [www.ftc.gov/credit](http://www.ftc.gov/credit) or write to: Consumer Response Center, Room 13-A, Federal Trade Commission, 600 Pennsylvania Ave. N.W., Washington, D.C. 20580.



A Division of  
**DUFF&PHELPS**

## **TAKE ADVANTAGE OF YOUR IDENTITY MONITORING SERVICES**

You've been provided with access to the following services<sup>1</sup> from Kroll:

### **Single Bureau Credit Monitoring**

You will receive alerts when there are changes to your credit data—for instance, when a new line of credit is applied for in your name. If you do not recognize the activity, you'll have the option to call a Kroll fraud specialist, who can help you determine if it's an indicator of identity theft.

### **Web Watcher**

Web Watcher monitors internet sites where criminals may buy, sell, and trade personal identity information. An alert will be generated if evidence of your personal identity information is found.

### **Fraud Consultation**

You have unlimited access to consultation with a Kroll fraud specialist. Support includes showing you the most effective ways to protect your identity, explaining your rights and protections under the law, assistance with fraud alerts, and interpreting how personal information is accessed and used, including investigating suspicious activity that could be tied to an identity theft event.

### **Identity Theft Restoration**

If you become a victim of identity theft, an experienced Kroll licensed investigator will work on your behalf to resolve related issues. You will have access to a dedicated investigator who understands your issues and can do most of the work for you. Your investigator can dig deep to uncover the scope of the identity theft, and then work to resolve it.

<sup>1</sup> Kroll's activation website is only compatible with the current version or one version earlier of Chrome, Firefox, Safari and Edge. To receive credit services, you must be over the age of 18 and have established credit in the U.S., have a Social Security number in your name, and have a U.S. residential address associated with your credit file.



April \_\_, 2020

<First Name> <Last Name>  
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P.O. Box 9554  
Allen, TX 75013  
1-888-397-3742

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Chester, PA 19016  
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