



C/O ID Experts  
 10300 SW Greenburg Rd. Suite 570  
 Portland, OR, 97223

16996

To Enroll, Please Call:  
 1-800-939-4170  
 Or Visit:  
<https://app.myidcare.com/account-creation/protect>  
 Enrollment Code:  
 <<XXXXXXXXXX>>

<<First Name>> <<Last Name>>  
 <<Address1>> <<Address2>>  
 <<City>>, <<State>> <<Zip>>

May 27, 2020

Re: Notification of Data Security Incident

Dear <<First Name>> <<Last Name>>:

I am writing to inform you of a data security incident that may have involved your personal information. The privacy and security of your personal information is particularly important to AMikids. This is why we are contacting you, offering you complimentary credit monitoring and identity theft restoration services, and informing you about steps you can take to help protect your personal 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 have the right to place a security freeze on your credit report. A security freeze prohibits a consumer 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.

To place a security freeze on your credit report, you must contact each of the three major consumer reporting agencies:

Equifax Security Freeze	Experian Security Freeze	TransUnion Security Freeze
P.O. Box 105788	P.O. Box 9554	P.O. Box 2000
Atlanta, GA 30348	Allen, TX 75013	Chester, PA 19016
1-800-349-9960	1-888-397-3742	1-888-909-8872
<a href="http://www.equifax.com">www.equifax.com</a>	<a href="http://www.experian.com/freeze/center.html">www.experian.com/freeze/center.html</a>	<a href="http://freeze.transunion.com">freeze.transunion.com</a>

In order to request a security freeze, you will need to provide the following information:

1. Your full name and any suffixes;
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 (5) 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 (e.g. state driver's license or ID card, military identification, etc.); and
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 consumer reporting agencies then have three (3) business days after receiving your request to place a security freeze on your credit report. 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.

To lift the security freeze in order to grant a specific entity or individual access to your credit report, you must call or send a written request to the consumer reporting agencies by mail and include proper identification (name, address, and Social Security number) and the PIN 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 or the specific period of time you want the credit report available. The consumer reporting agencies have three (3) business days after receiving your request to lift the security freeze for those identified entities or individuals, or for the specified period of time.

To remove the security freeze, you must send a written request to each of the three (3) consumer reporting agencies by mail and include proper identification (name, address, and Social Security number) and the PIN or password provided to you when you placed the security freeze. The consumer reporting agencies have three (3) business days after receiving your request to remove the security freeze. You cannot be charged a fee by the consumer reporting agencies to place, lift, or remove a security freeze.

In order to determine whether any unauthorized credit was obtained with your information, you may obtain a copy of your credit report at [www.annualcreditreport.com](http://www.annualcreditreport.com) or by calling (877) 322-8228. You may also request information on how to place a fraud alert by contacting any of the above consumer reporting agencies. A fraud alert is intended to alert you if someone attempts to obtain credit in your name without your consent. It is recommended that you remain vigilant for any incidents of fraud or identity theft by reviewing credit card account statements and your credit report for unauthorized activity. You may also contact the Federal Trade Commission ("FTC") to learn more about how to prevent identity theft:

FTC, Consumer Response Center  
600 Pennsylvania Ave., NW  
Washington D.C. 20590  
[www.ftc.gov/bcp/edu/microsites/idtheft](http://www.ftc.gov/bcp/edu/microsites/idtheft)  
877-IDTHEFT (438-4338)

In addition, as an added precaution, we are offering you complimentary MyIDCare™, identity theft protection services through ID Experts®, a data breach and recovery services expert. MyIDCare services include twenty-four (24) months of credit and CyberScan monitoring, a \$1,000,000 insurance reimbursement policy, and fully managed identity theft recovery services at no cost to you.

While there is no indication that anyone's information has been misused as a result of this incident, as a precautionary measure to safeguard your information, we encourage you to enroll in free MyIDCare services by calling 1-800-939-4170 or going to <https://app.myidcare.com/account-creation/protect> and using the Enrollment Code provided above. MyIDCare experts are available Monday through Friday from 7:00 a.m. to 6:00 p.m. Mountain Time. Please note that the deadline to enroll is August 27, 2020.

**For More Information:** AMIkids remains committed to protecting the personal information in our care and apologize for any worry or inconvenience this may cause you. If you have any questions, please contact the ID Experts helpline at 1-800-939-4170 or go to <https://app.myidcare.com/account-creation/protect>, and have your unique code ready to provide to the fraud specialist.

Sincerely,

A handwritten signature in black ink, appearing to read "Matt Frye", with a stylized flourish at the end.

Matt Frye  
Director, Boatyard & Risk Management  
AMIkids, Inc.