

Additional 17530



Engagement Number: DB26264

Return Mail Processing
PO Box 589
Claysburg, PA 16625-0589

April 1, 2021



G3493-L02-0000002 T00001 P001 *****AUTO**MIXED AADC 159
SAMPLE A. SAMPLE - L02 MA
APT ABC
123 ANY ST
ANYTOWN, ST 12345-6789



Notice of Data Breach

Dear Sample A. Sample:

On behalf of Brown-Forman, we are writing to inform you about a recent incident that may have involved personal information about you. We sincerely regret any inconvenience this incident may cause you and know that it comes at an already difficult time.

We recommend that you review the information provided in this letter for some steps that you can take to protect against any potential misuse of your personal information. As a precaution, we have arranged the option for you to enroll in a complimentary two-year credit monitoring service. We have engaged Experian to provide you with its IdentityWorksSM identity protection services, which includes credit monitoring from all three bureaus, access to your Experian credit report, \$1 million in identity theft insurance and identity restoration services. If you would like to proceed with this option, you have until June 30, 2021 to activate the free credit monitoring service by using this activation code: **ABCDEFGHI**. This code is unique to you and should not be shared. To enroll, please visit <https://www.experianidworks.com/3bcredit>, call toll-free to (866) 578-5412, or toll call to (512) 505-2575 using any applicable international dialing codes (if you happen to be outside of the U.S.). For telephone calls, the hours of operation are Monday-Friday 6am-8pm PST and Saturday-Sunday 8am-5pm PST. If asked for an engagement number, please use the following: DB26264. This code is also included at the top of this letter.

In addition, you should always remain vigilant for incidents of fraud and identity theft, including by regularly reviewing your account statements and monitoring free credit reports. If you discover any suspicious or unusual activity on your accounts or suspect identity theft or fraud, be sure to report it immediately to your financial institutions. You may also contact the Federal Trade Commission ("FTC") or local law enforcement, including your Attorney General, to report incidents of identity theft or to learn about steps you can take to protect yourself from identity theft. To learn more, you can go to the FTC's website at www.consumer.gov/idtheft, call the FTC at (877) IDTHEFT (438-4338), or write to FTC at Federal Trade Commission, Consumer Response Center, 600 Pennsylvania Avenue, NW, Washington, DC 20580.

You may also periodically obtain credit reports from each nationwide credit reporting agency. If you discover information on your credit report arising from a fraudulent transaction, you should request that the credit reporting agency delete that information from your credit report file. In addition, under the federal Fair Credit Reporting Act ("FCRA"), you are entitled to one free copy of your credit report every 12 months from each of the three nationwide credit reporting agencies. You may obtain a free copy of your credit report by going to www.AnnualCreditReport.com or by calling (877) 322-8228. You may contact the nationwide credit reporting agencies at:

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To remove the security freeze, you must send a request to each of the three credit reporting agencies by mail, telephone, or online and include proper identification (name, address, and Social Security number) **and** the PIN number or password provided to you when you placed the security freeze. The credit reporting agencies have three (3) business days after receiving your request to remove the security freeze if requested by mail, and one (1) hour to remove the freeze after a request by phone or online.

We regret any inconvenience this incident may cause you. If you have any questions or concerns, we hope that you will call toll-free to (866) 578-5412, or toll call to (512) 505-2575 using any applicable international dialing codes (if you happen to be outside of the U.S.).

Sincerely,

Tim Nall
SVP, Chief Information & Advanced Analytics Officer

Kirsten Hawley
SVP, Chief Human Resources & Corporate Communications Officer

