

18106

INSTRUCTIONAL EMAIL

WD Banner Customer Account Breach

Subject Line: Notification of Account Issue

Dear [customer],

At Winn-Dixie, we pride ourselves on a safe and rewarding shopping experience that our customers can always count on.

This week, winndixie.com was maliciously targeted and attacked, affecting some of our Winn-Dixie rewards accounts. The situation was quickly contained and is under control.

Although this only represented a fraction of 1% of our total accounts, we take the security of every customer account with equal importance. We wanted to inform you as soon as possible of this issue, as this is a top priority for our organization.

What We Know

- Your Winn-Dixie rewards account information was likely accessed as a result of this attack.
- This information would be limited to the personal information, such as your name and phone number, associated with your account. As a reminder, we DO NOT store any personal financial information or Social Security numbers within the system.
- This attack was limited to winndixie.com; however, rewards accounts can be used at all Winn-Dixie, BI-LO, Fresco y Más and Harveys Supermarket locations.

Actions Taken

- We have assigned a new, randomized password to your account so that any additional malicious activity would be prohibited.
- Our Information Security team has created new protections in our system to better identify and prevent these attacks from occurring in the future.
- We have carefully analyzed our customer accounts so that we can accurately, and quickly, restore any potential lost value of rewards points in your account.

Next Steps

- Please [click here](#) to reset your account password. Please DO NOT USE the password originally used with this rewards account.
- If you have any questions or concerns, please contact Customer Care at (844) 745-0463 and we will do all we can to assist you.

We apologize for this inconvenience and value your business. Thank you for being a loyal shopper with Winn-Dixie.

Southeastern Grocers, Inc.
8928 Prominence Parkway, #200, Jacksonville, FL 32256
Local: 904.783.5000 Toll Free: 1.800.967.9105
www.SEGrocers.com



Southeastern Grocers



[INDIVIDUAL NAME]
[STREET ADDRESS]
[CITY, STATE AND POSTAL CODE]

[DATE]

NOTICE OF DATA BREACH

At Winn-Dixie, we pride ourselves on a safe and rewarding shopping experience that our customers can always count on. We are writing to notify you of a criminal attack Winn-Dixie's computer systems that occurred on September 22 and September 23, 2020 and resulted in the unauthorized acquisition of the personal information associated with your customer loyalty account.

Although less than 1% of our total loyalty accounts were impacted by the incident, we believe the security of every customer account is equally important. Because of that importance, we wanted to inform you of this as soon as possible.

Winn-Dixie does not store Social Security numbers or financial account information for our loyalty club members.

WHAT WE ARE DOING

Winn-Dixie values your privacy and deeply regrets that this incident occurred. We are continuing to thoroughly review the potentially affected systems and files, and we will notify you if there are any significant developments that impact your information.

Winn-Dixie and its Information Security Team have already adopted additional security measures to help prevent a recurrence of such an incident, and we will be investigating further security measures as we conclude the investigation. Any new security measures will be designed to protect the privacy of Winn-Dixie's valued customers. At this time, we have assigned a new, randomized password to your account so that any additional malicious activity would be prohibited. We have also carefully analyzed our customer accounts so that we can accurately, and quickly, restore any potential lost value of rewards points in your account.

Winn-Dixie also is working closely with forensic investigators, legal counsel and law enforcement to ensure the incident is properly addressed.

WHAT YOU CAN DO

Winn-Dixie values your privacy and deeply regrets that this incident occurred. We are continuing to thoroughly review the potentially affected systems and files, and we will notify you if there are any significant developments that impact your information.

Winn-Dixie and its Information Security Team have already adopted additional security measures to help prevent a recurrence of such an attack, and we will be investigating further security measures as we conclude the investigation. Any new security measures will be designed to protect the privacy of Winn-Dixie's valued customers. Unless you have already changed it as a result of the initial informational emails, your account has a new, randomized password to prevent any additional malicious activity from this attack. We have also carefully analyzed our customer accounts so that we can accurately, and quickly, restore any potential lost value of rewards points in your account.

Winn-Dixie also is working closely with forensic investigators, legal counsel and law enforcement to ensure the incident is properly addressed.

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. Please also review the attachment to this letter (Steps You Can Take to Further Protect Your Information) for further information on steps you can take to protect your information. This attachment also provides the 800 numbers and addresses for the three major credit reporting agencies.

FOR MORE INFORMATION

For further information and assistance, please contact Customer Care at (844) 745-0463 Monday – Friday between 8:00 a.m. and 7:00 p.m. EST or Saturday 8:00 a.m. to 4:00 p.m. EST, or visit www.winndixie.com/about/contact.

We apologize for this inconvenience and value your business. Thank you for being a loyal shopper with Winn-Dixie.

Sincerely,

EXAMPLE

Mahender Bongu
VP, Enterprise Data Services

Steps You Can Take to Further Protect Your Information

- **Review Your Account Statements / Notify Law Enforcement of Suspicious Activity**

As a precautionary measure, we recommend that you remain vigilant, particularly for identity theft and fraud, by reviewing your account statements and monitoring free credit reports closely. 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, including your local law enforcement, state attorney general, and the Federal Trade Commission (FTC).

To file a complaint with the FTC, go to IdentityTheft.gov, call 1-877-ID-THEFT (877-438-4338), or mail your complaint to the FTC at its address 600 Pennsylvania Avenue, NW, Washington, DC 20580, using OMB CONTROL#: 3084-0169. Complaints filed with the FTC will be added to the FTC's Identity Theft Data Clearinghouse, which is a database made available to law enforcement agencies.

- **Obtain and Monitor Your Credit Report**

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); Experian (www.experian.com); and TransUnion (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> 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. If you have moved in the past five (5) years, the addresses where you have lived over the prior five years; 5. Proof of current address, such as a current utility bill, telephone bill, rental agreement, or deed; 6. A legible photocopy of a government issued identification card (state driver's license or ID card, military identification, etc.); 7. Social Security Card, pay stub, or W2; 8. 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 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, 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 requests 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. 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 (name, address, and social security number) and the PIN number or password provided to you when you placed the security freeze. The credit bureaus have between one (1) hour (for requests made online) and three (3) business days (for requests made by mail) after receiving your request to remove the security freeze.

We recommend that you obtain a free copy of your credit report from each of the three major credit reporting agencies once every 12 months. You may also access those reports by visiting <http://www.annualcreditreport.com>, calling toll-free 877-322-8228, or by completing an Annual Credit Report Request Form and mailing it to Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348. You can access the request form at <https://www.annualcreditreport.com/requestReport/requestForm.action>. Or you can elect to purchase a copy of your credit report by contacting one of the three national credit reporting agencies. Contact information for the three national credit reporting agencies for the purpose of requesting a copy of your credit report or for general inquiries is provided below:

Equifax
(866) 349-5191
www.equifax.com
P.O. Box 740241
Atlanta, GA 30374

Experian
(888) 397-3742
www.experian.com
P.O. Box 4500
Allen, TX 75013

TransUnion
(800) 888-4213
www.transunion.com
2 Baldwin Place
P.O. Box 1000
Chester, PA 19016

- **Consider Placing a Fraud Alert on Your Credit Report**

You may want to consider placing a fraud alert on your credit report. An initial fraud alert is free and will stay on your credit file for at least 90 days. The alert informs creditors of possible fraudulent activity within your report and requests that the creditor contact you prior to establishing any accounts in your name. To place a fraud alert on your credit report, contact any of the three credit reporting agencies identified above. Additional information is available at <http://www.annualcreditreport.com>.

- **Take Advantage of Additional Free Resources on Identity Theft**

We recommend that you review the tips provided by the Federal Trade Commission's Consumer Information website, a valuable resource with some helpful tips on how to protect your information. Additional information is available at <https://www.consumer.ftc.gov/topics/privacy-identity-online-security>.

For more information, please visit IdentityTheft.gov, call 1-877-ID-THEFT (877-438-4338), or contact the FTC at its address 600 Pennsylvania Avenue, NW, Washington, DC 20580, using OMB CONTROL#: 3084-0169. A copy of Identity Theft – A Recovery Plan, a comprehensive guide from the FTC to help you guard against and deal with identity theft, can be found on the FTC's website at https://www.consumer.ftc.gov/articles/pdf-0009_identitytheft_a_recovery_plan.pdf.

OTHER IMPORTANT INFORMATION

- **Security Freeze**

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); Experian (www.experian.com); and TransUnion (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 above.

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. If you have moved in the past five (5) years, the addresses where you have lived over the prior five years;
5. Proof of current address, such as a current utility bill, telephone bill, rental agreement, or deed;
6. A legible photocopy of a government issued identification card (state driver's license or ID card, military identification, etc.);
7. Social Security Card, pay stub, or W2;
8. 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 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, 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 requests 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.

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 (name, address, and social security number) and the PIN number or password provided to you when you placed the security freeze. The credit bureaus have between one (1) hour (for requests made online) and three (3) business days (for requests made by mail) after receiving your request to remove the security freeze.