



18606
659 Andover Street
Lawrence, MA 01843-1032, USA
Tel: 1.978.687.9200 Fax: 1.978.687.9216

NOTICE OF DATA BREACH TO MASSACHUSETTS RESIDENTS

<<Client First Name>> <<Client Last Name>>

<<Date>> (Format:

Month Day, Year)

<<Address1>>

<<Address2>>

<<City>>, <<State>> <<Zip Code>>

Dear <<First Name>> <<Last Name >>,

We are writing to notify you that a breach of security, potentially including your first and last name, social security number, and mailing address, occurred approximately on December 11th at Charm Sciences, Inc. To date, Charm Sciences does not know whether any information was used or accessed in the breach and has not received any reports of actual or attempted misuse of potentially affected information. As a precautionary measure at this time we are providing twenty-four (24) months of free crediting monitoring services to those who may have been affected. Review the attached Enrollment Instructions letter to enroll in credit monitoring services.

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 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>

Nothing works like a Charm



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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.

Additional steps to protect against identity theft or other fraud include: placing fraud alerts on credit files, <https://www.consumer.ftc.gov/articles/0275-place-fraud-alert#How>; reviewing credit reports for unexplained activity; and reviewing credit card or other financial accounts for any suspicious and/or unauthorized activity.

If you have additional questions, please call our call center at <<TOLL-FREE NUMBER>> (toll free), available 24/7. You may also contact Charm Sciences by writing to us at 659 Andover St. Lawrence, MA 01843 Attn: Legal Department, or via email at privacy@charm.com.

Sincerely,

Meikel Brewster
Executive Vice President
Charm Sciences, Inc.
Nothing works like a Charm