

18743

[COMPANY Letterhead with Address and Phone]

[[DATE]]

[[NAME]]

[[ADDRESS]]

[[CITY]], [[STATE]] [[ZIP]]

**Re: Notice of Data Breach**

Dear [Name]:

Great Clips, Inc. ("GCI") sends this letter to notify you of a recent incident that may have resulted in unauthorized access to your personal information maintained by GCI, which it maintained in connection with your employment with the company. This letter provides you with information on the steps GCI has taken to further guard against the potential misappropriation of your data and steps you can take to remain vigilant in monitoring your data.

**What Happened?**

On January 27, 2021, a data incident occurred involving human resource-related information, including that of some of our current and former employees. That information comprised first name, last name, postal address, Social Security Number and compensation information.

**What Information was Involved?**

GCI launched an immediate, thorough and swift investigation. GCI quickly identified the data contained in the file at issue to understand the potential risks to affected individuals. In short order, GCI identified that the file contained information about individuals employed by GCI at any point in 2020, including first name, last name, postal address, Social Security Number, and compensation information.

To be clear, GCI systems were not compromised or infiltrated in this incident, but it was rather the result of human error. The investigation concluded on January 29, 2021. Based on that investigation, we found no evidence that your personal information was copied, stolen, exfiltrated or otherwise distributed after the initial incident. However, because GCI no longer has control of the underlying information, we are providing this notice to you.

### **What are We Doing?**

We take the security of your personal information seriously and we are now reviewing our training procedures and technical controls to determine what additional steps we can take to limit these types of incidents in the future.

The mailing of this notice was not delayed by law enforcement.

### **What Can You Do?**

We have arranged for you to enroll, at no cost to you, in an online three-bureau credit monitoring service for two years provided by Experian. Privacy laws do not allow us to register you for credit monitoring directly. To enroll in this service, please follow the steps below:

- Ensure that you **enroll by: May 31, 2021** (Your code will not work after this date.)
- **Visit** the Experian IdentityWorks website to enroll:  
**<https://www.experianidworks.com/3bplus>**
- Provide your **activation code: [code]**

If you have questions about the product, need assistance with identity restoration or would like an alternative to enrolling in Experian IdentityWorks online, please contact Experian's customer care team at **877-890-9332** by **May 31, 2021**. Be prepared to provide engagement number **XXXXX** as proof of eligibility for the identity restoration services by Experian.

Here are some additional details regarding your 24-month Experian IdentityWorks Membership:

A credit card is **not** required for enrollment in Experian IdentityWorks.

You can contact Experian **immediately** regarding any fraud issues, and have access to the following features once you enroll in Experian IdentityWorks:

- **Experian credit report at signup:** See what information is associated with your credit file. Daily credit reports are available for online members only. Offline members will be eligible to call for additional reports quarterly after enrolling.
- **Credit Monitoring:** Actively monitors Experian, Equifax and TransUnion files for indicators of fraud.
- **Internet Surveillance:** Technology searches the web, chat rooms & bulletin boards 24/7 to identify trading or selling of your personal information on the Dark Web.
- **Identity Restoration:** Identity Restoration specialists are immediately available to help you address credit and non-credit related fraud.
- **Experian IdentityWorks ExtendCARE™:** You receive the same high-level of Identity Restoration support even after your Experian IdentityWorks membership has expired.

- **Up to \$1 Million Identity Theft Insurance:**<sup>1</sup> Provides coverage for certain costs and unauthorized electronic fund transfers.

We recommend you remain vigilant for incidents of fraud and identity theft by reviewing your credit card account statements and monitoring your credit report for unauthorized activities. Finally, please review the enclosed attachment called *Preventing Identity Theft and Fraud* for more information on ways to protect against the potential misuse of your information.

#### **For More Information**

Again, we take the security of your information in our care very seriously and we regret any concern or inconvenience this incident may cause you. If you have additional questions, please contact Jared Nypen, Vice President of Talent, at [Jared.Nypen@greatclips.com](mailto:Jared.Nypen@greatclips.com) or 952.746.6419.

Sincerely,

Steve Hockett

Chief Executive Officer

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<sup>1</sup> The Identity Theft Insurance is underwritten and administered by American Bankers Insurance Company of Florida, an Assurant company. Please refer to the actual policies for terms, conditions, and exclusions of coverage. Coverage may not be available in all jurisdictions.

## PREVENTING IDENTITY THEFT AND FRAUD

We encourage you to remain vigilant against incidents of identity theft and fraud, to review your account statements, and to monitor your credit reports for suspicious activity. Immediately report any suspicious activity to your bank or credit union. If you do find suspicious activity on your credit reports or other statements, call your local police or sheriff's office or state Attorney General and file a report of identity theft. You have a right to a copy of the police report, and you may need to give copies of the police report to creditors to clear up your records and also to access some services that are free to identity theft victims.

Under the U.S. Fair Credit Reporting Act and other laws, you have certain rights that can help protect yourself from identity theft. Many of these are explained in this document and at [www.identitytheft.gov/ Know-Your-Rights](http://www.identitytheft.gov/ Know-Your-Rights). For example, you are entitled to one free credit report annually from each of the three major credit reporting bureaus. To order your free credit report, visit [www.annualcreditreport.com](http://www.annualcreditreport.com) or call toll-free, 1-877-322-8228. You may also contact the three major credit bureaus directly to request a free copy of your credit report.

At no charge, you can have these credit bureaus place a short-term or an extended "fraud alert" on your file that alerts creditors to take additional steps to verify your identity prior to granting credit in your name. Note, however, that because it tells creditors to follow certain procedures to protect you, it may also delay your ability to obtain credit while the agency verifies your identity. As soon as one credit bureau confirms your fraud alert, the others are notified to place fraud alerts on your file. Should you wish to place a fraud alert, or should you have any questions regarding your credit report, please contact any one of the agencies listed below.

General contact information for each agency:

Equifax	Experian	TransUnion
P.O. Box 105069	P.O. Box 9554	P.O. Box 2000
Atlanta, GA 30348-5069	Allen, TX 75013	Chester, PA 19016-2000
(800) 525-6285	888-397-3742	800-680-7289
<a href="http://www.equifax.com">www.equifax.com</a>	<a href="http://www.experian.com">www.experian.com</a>	<a href="http://www.transunion.com">www.transunion.com</a>

To add a fraud alert:

Equifax (888) 202-4025, Option 6 or <https://www.equifax.com/personal/credit-report-services/credit-fraud-alerts/>

Experian (714) 830-7000, Option 2 or <https://www.experian.com/fraud/center.html>

TransUnion (800) 916-8800, Option 0 or <https://www.transunion.com/fraud-alerts>

You may also place a security freeze on your credit reports, free of charge. A security freeze, also known as a "credit freeze," prohibits a credit bureau from releasing any information from a consumer's credit report without the consumer's written authorization. However, please be advised 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. But unlike a fraud alert, you must separately place a security freeze on your credit file at **each** bureau. You can use the following addresses and contact information to place a security freeze with each major credit bureau:

**Equifax Security Freeze.** 1-800-685-1111. P.O. Box 1057881, Atlanta, GA 30348-0241.  
[www.equifax.com/personal/credit-report-services/credit-freeze/](http://www.equifax.com/personal/credit-report-services/credit-freeze/);

**Experian Security Freeze.** 1-888-EXPERIAN or 1-888-397-3742. P.O. Box 9554, Allen, TX 75013.  
[www.experian.com/freeze/center.html](http://www.experian.com/freeze/center.html); or

**TransUnion.** 1-800-680-7289. Fraud Victim Assistance Division, P.O. Box 2000, Chester, PA 19022-2000. [www.transunion.com/credit-freeze](http://www.transunion.com/credit-freeze)

The Federal Trade Commission also provides additional information about credit freezes here:  
<https://www.consumer.ftc.gov/articles/0497-credit-freeze-faqs>.

In order to request a security freeze, you may need to supply your full name (including middle initial, as well as Jr., Sr., II, III, etc.), date of birth, Social Security number, all addresses for up to five previous years, email address, a copy of your state identification card or driver's license, and a copy of a utility bill, bank or insurance statement, or other statement to show proof of your current address. If you are a victim of identity theft, include a copy of the police report, investigative report, or complaint to a law enforcement agency concerning your identity theft.

The credit reporting agencies must place a security freeze on your credit report within one (1) business day after receiving a request by phone or secure electronic means, and within (3) business days after receiving your request by mail. The credit bureaus must then send written confirmation to you within five (5) business days of placing the security freeze, along with information about how to remove or lift the security freeze in the future.

You can further educate yourself regarding identity theft, fraud alerts, freezes, and the steps you can take to protect yourself by contacting the Federal Trade Commission or your state Attorney General. The Federal Trade Commission encourages those who discover their information has been misused to file a complaint with them. Instances of known or suspected identity theft should be reported to law enforcement or your state Attorney General as well.

The Federal Trade Commission can be reached at:

Federal Trade Commission  
Consumer Resource Center  
600 Pennsylvania Avenue NW  
Washington, DC 20580  
1-877-ID-THEFT (1-877-438-4338)  
TTY: 1-866-653-4261  
[www.identitytheft.gov](http://www.identitytheft.gov) or [www.ftc.gov](http://www.ftc.gov)

#### **OTHER IMPORTANT INFORMATION**

You may also file a report with your local police or the police in the community where the identity theft took place. Further, you are entitled to request a copy of the police report filed in this matter.

#### **For California residents:**

You can visit the California Office of Privacy Protection ([www.oag.ca.gov/privacy](http://www.oag.ca.gov/privacy)) for additional information on protection against identity theft.

**For Iowa residents:**

You are advised to report any suspected identity theft to law enforcement or to the Iowa Attorney General

**For Maryland residents:**

You may obtain information about avoiding identity theft at: Office of the State of Maryland Attorney General 200 St. Paul Place Baltimore, MD 21202 1-888-743-0023 [www.marylandattorneygeneral.gov](http://www.marylandattorneygeneral.gov)

**For North Carolina residents:**

You may obtain information about avoiding identity theft at: North Carolina Attorney General's Office 9001 Mail Service Center Raleigh, NC 27699-9001 919-716-6400 [www.ncdoj.gov](http://www.ncdoj.gov)

**For Rhode Island residents:**

You may obtain information about preventing and avoiding identity theft from Rhode Island's Attorney General Office: Rhode Island Office of the Attorney General, 150 South Main Street, Providence, RI 02903, Phone: (401) 274-4400 <http://www.riag.ri.gov>.

**For Colorado, Georgia, Maryland, Massachusetts, and New Jersey residents:** 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).