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ALPS Brands
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www.alpsbrands.com

TO: Affected Massachusetts Customers of Active Lifestyle Products & Services, Inc.
FROM: Active Lifestyle Products & Services, Inc.
DATE: April 5, 2021

NOTICE OF DATA BREACH

We, at Active Lifestyle Products & Services, Inc., d/b/a as ALPS Brands ("ALPS"), value and respect the privacy of your information, which is why we are writing to inform you of a data security incident that has occurred. ALPS values your privacy and deeply regrets that this incident occurred. We engaged a service provider to review and secure our technology systems, and we are implementing additional security measures designed to prevent a recurrence of such an attack and to protect the privacy of our valued customers.

You have the right to obtain a police report in the location in which the offense occurred or the city or county in which you reside. Under 15 U.S.C. Section 1681c-1, you also have the right to put a security freeze on your credit file. A security freeze (also known as a credit freeze) makes it harder for someone to open a new account in your name. It is designed to prevent potential creditors from accessing your credit report without your consent. As a result, using a security freeze may interfere with or delay your ability to apply for a new credit card, wireless phone, or any service that requires a credit check. You must separately place a security freeze on your credit file with each credit reporting agency. To place a security freeze, you may be required to provide the consumer reporting agency with information that identifies you including your full name, Social Security number, date of birth, current and previous addresses, a copy of your state-issued identification card, and a recent utility bill, bank statement, or insurance statement. There is no charge to request a security freeze or to remove a security freeze.

FOR MORE INFORMATION

For further information and assistance, please contact ALPS using the below contact information.

Mail:

ALPS Brands
4575 Highway 185
New Haven, MO 63068

Phone:

800.344.2577
(M-F, 8am-4:30pm
CST)

Online:

<https://www.alpsbrands.com/contact>