



June 20, 2024

[Name]

[Address]

Re: Notice of Data Breach

Dear _____:

Our systems recently detected a cybersecurity issue affecting parts of our systems. Upon discovery of the access, we implemented incident response efforts and initiated an investigation with the assistance of leading outside security and forensic experts. While we have a number of safeguards in place to prevent unauthorized access, we are continuing to implement additional improvements to enhance security of your information. Cooler Master Technology, Inc. takes the protection and proper use of your personal information very seriously and, for this reason, we are contacting you to explain the circumstances of the incident.

What Happened?

On May 19, 2024, the measures we have in place alerted us of unauthorized activity. We immediately worked with an outside forensic team to investigate and contain that unauthorized access.

What Information was Involved?

The information acquired may have included names, postal addresses, phone numbers, email addresses and credit card information, including credit card numbers (our initial investigation shows that all credit card numbers related to expired cards).

What We Are Doing?

We take the protection and proper use of your personal information very seriously and are committed to making this right. We have already implemented additional safeguards to protect our systems and will continue to evaluate and strengthen how we protect your data.





We also have arranged with Experian to offer you credit monitoring and identity protection services for two years at no cost to you. Information on how to access this service is enclosed.

Additionally, when unauthorized activity like this occurs, we continue to investigate it to further our understanding of how we can prevent unauthorized access from occurring and expand the safeguards we have in place.

What You Can Do?

You can take immediate steps to protect your personal information. You are entitled under U.S. law to one free credit report annually from each of the three nationwide consumer reporting agencies. To order your free credit report, visit www.annualcreditreport.com or call toll-free at 1-877-322-8228.

You may wish to place a fraud alert with the three major credit bureaus which we have listed below. A fraud alert lets creditors know to contact you before opening new accounts in your name. You can call any one of the three credit bureaus at the numbers below to place a fraud alert on your credit file without charge, and they will contact the other two bureaus on your behalf. Additionally some states, including California, allow residents to place a no-cost “freeze” on their credit file with the credit bureau.

Bureau	Phone Number	Address	Internet Address
Equifax	1-800-525-6285	P.O. Box 740256 Atlanta, GA 30374	www.equifax.com/personal/credit-report-services/credit-fraud-alerts/
Experian	1-888-397-3742	P.O. Box 9554 Allen, TX 75013	www.experian.com/fraud
TransUnion	1-800-680-7289	P.O. Box 2000 Chester, PA 19016	www.transunion.com/fraud-alerts

We recommend you ask each credit bureau to send a free credit report, and that you regularly review the credit reports for unrecognized accounts and inquiries. You may obtain additional information about the risks of identity theft from the FTC at 1-877-





IDTHEFT (438-4338), 600 Pennsylvania Avenue, NW, Washington D.C. 20580, or at <http://www.ftc.gov/idtheft>. If you believe personal information has been misused, visit **IdentityTheft.gov** to report the identity theft and take recovery steps.

We also urge you to remain vigilant by monitoring account activity, credit reports, changing your online passwords, and reviewing your security choices on your email, financial, and other accounts. We also recommend that you monitor any incoming mail and take note of potential fraudulent offers and solicitations.

For More Information

Additional information specific to your state of residence may be included in information enclosed with this notice.

Protecting your personal information is important to us. Should you have any follow-up questions, please do not hesitate to contact us at consumer_care@coolermaster.com.

Sincerely,

A handwritten signature in black ink, appearing to read "Owen Lien".

Owen Lien
Chief Operating Officer





Register for Identity Protection and Credit Monitoring Services

We have arranged with Experian to help you protect your identity and your credit information for one year at no cost to you. To help protect your identity, we are offering complimentary access to Experian IdentityWorksSM for 24 months. To start monitoring your personal information, please follow the steps below:

- Ensure that you enroll by September 30, 2024 (Your code will not work after this date).
- Visit the Experian IdentityWorks website to enroll:
<https://www.experianidworks.com/credit>
- Provide your activation code:H9WBHDF7WZ

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.
- **Credit Monitoring:** Actively monitors Experian file for indicators of fraud.
- **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.
- **1 Million Identity Theft Insurance:** Provides coverage for certain costs and unauthorized electronic fund transfers.

Additional State Information

For Iowa Residents. You may contact law enforcement or the Iowa Attorney General's Office to report suspected incidents of identity theft. This office can be reached at:

Office of the Attorney General of Iowa
Hoover State Office Building





1305 E. Walnut Street
Des Moines, IA 50319
(515) 281-5164

www.iowaattorneygeneral.gov

For Maryland Residents. You can obtain information from the Maryland Office of the Attorney General about steps you can take to avoid identity theft. You may contact the Maryland Attorney General at:

Maryland Office of the Attorney General
Consumer Protection Division
200 St. Paul Place
Baltimore, MD 21202
(888) 743-0023 (toll-free in Maryland)
(410) 576-6300

www.marylandattorneygeneral.gov

For Massachusetts Residents. You have the right to obtain a police report and request a security freeze as described above. The consumer reporting agencies may require that you provide certain personal information (such as your name, Social Security number, date of birth, and address) and proper identification (such as a copy of a government-issued ID card and a bill or statement) prior to honoring your request to place a security freeze on your account.

For New Mexico Residents. You have rights under the federal Fair Credit Reporting Act ("FCRA"). These include, among others, the right to know what is in your file; to dispute incomplete or inaccurate information; and to have consumer reporting agencies correct or delete inaccurate, incomplete, or unverifiable information. For more information about the FCRA, please visit

https://files.consumerfinance.gov/f/201504_cfpb_summary_your-rights-under-fcra.pdf or www.ftc.gov.

For New York Residents. You can obtain information from the New York State Office of the Attorney General about how to protect yourself from identity theft and tips on how to protect your privacy online. You can contact the New York State Office of the Attorney General at:

Office of the Attorney General





The Capitol
Albany, NY 12224-0341
1-800-771-7755 (toll-free)
1-800-788-9898 (TDD/TTY toll-free line)
<https://ag.ny.gov/>

Bureau of Internet and Technology (BIT)
28 Liberty Street
New York, NY 10005
Phone: (212) 416-8433
<https://ag.ny.gov/resources/individuals/consumer-issues/technology>

For North Carolina Residents. You can obtain information from the North Carolina Attorney General's Office about preventing identity theft. You can contact the North Carolina Attorney General at:

North Carolina Attorney General's Office
9001 Mail Service Center
Raleigh, NC 27699-9001
(877) 566-7226 (toll-free in North Carolina)
(919) 716-6400
www.ncdoj.gov

For Oregon Residents. You are encouraged to report suspected identity theft to the Oregon Attorney General at:

Oregon Department of Justice
1162 Court Street NE
Salem, OR 97301-4096
(877) 877-9392 (toll-free in Oregon)
(503) 378-4400
www.doj.state.or.us

For Rhode Island Residents. You may obtain information about preventing and avoiding identity theft from the Rhode Island Office of the Attorney General at:

Rhode Island Office of the Attorney General
Consumer Protection Unit





150 South Main Street
Providence, RI 02903
(401)-274-4400
www.riag.ri.gov

You have the right to obtain a police report and request a security freeze as described above. The consumer reporting agencies may require that you provide certain personal information (such as your name, Social Security number, date of birth, and address) and proper identification (such as a copy of a government-issued ID card and a bill or statement) prior to honoring your request for a security freeze on your account.

For Washington, D.C. Residents. You may obtain information about preventing and avoiding identity theft from the Office of the Attorney General for the District of Columbia at:

Office of the Attorney General for the District of Columbia
400 6th Street NW
Washington, D.C. 20001
(202)-727-3400
www.oag.dc.gov

