

Superior Performers, LLC  
1214 Turrentine Street  
Burlington, NC 27215

<<Name 1>>  
<<Name 2>>  
<<Address 1>>  
<<Address 2>>  
<<City>>, <<State>> <<Zip>>

<<Maildate>>

**Re: NOTICE OF DATA BREACH**

Dear <<Name 1>>:

Thank you for being a part of Superior Performers, LLC as a valued insurance agent. We are deeply grateful for our partnership and appreciate your continual hard work and contributions in serving the needs of your clients. In addition to valuing our relationships with agents like you, we also value your personal information and want to help ensure it is safe and protected. That's why, as a precautionary measure, we are notifying you about a recent data security incident.

Although we are unaware of any actual misuse of your information, we want to let you and other potentially affected agents know about the incident — and offer you tools and guidance to help protect your personal information from potential identity theft or other misuse.

**What Happened?**

On November 14, 2023, we detected some disruptions on our network. Our team promptly engaged third-party experts and launched a comprehensive investigation to determine the scope and impact of the incident and to analyze any potential impacted data. On January 12, 2024, we completed our initial analysis and determined that your personal information, including your Social Security number, was among the impacted data. While we are unaware of any actual misuse of this information, we think it is important that you know about this incident. Out of an abundance of caution, we are also providing you with services and tools to help you protect yourself. Those services are described below.

**What Information Was Involved?**

Based on our investigation to date, the data accessed includes some or all of the following data: your name, address, personal and business email address, telephone number, date of birth, and Social Security Number.

**What Are We Doing?**

Immediately upon learning of the security incident, we began reviewing all its aspects and took steps to protect the systems involved. We will continue to work with outside experts to assess the incident, including reviewing and enhancing our system security and administrative and technical safeguards.

As an additional measure of protection, we are providing you with complimentary credit monitoring services through Equifax.

**What Can You Do?**

As always, we recommend that you remain vigilant and review your account statements and free credit reports regularly and report any concerning transactions to your financial provider.

We encourage you to enroll in Equifax's Credit Watch Gold. You can also review the "Additional Resources" section of this letter for additional ways to help protect yourself. They include recommendations from the Federal Trade Commission regarding identity theft protection and details on how to place a fraud alert or security freeze on your credit file.

**For More Information**

We regret any inconvenience or concern this incident may have caused. Please know that we remain as committed as ever to serving and supporting you. If you have questions concerning this incident, please contact the Superior Performers, LLC incident response line at 888-321-6125 available Monday through Friday, 9:00am – 9:00pm EST.

Sincerely,

Andy Albright

## ADDITIONAL RESOURCES

### Review Your Account Statements and Notify Law Enforcement of Suspicious Activity

As a precautionary measure, we recommend that you remain vigilant by reviewing your account statements and 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 exercising your right to file a police report. You may also contact your state attorney general and the Federal Trade Commission (FTC).

To file a complaint with the FTC, go to [IdentityTheft.gov](http://IdentityTheft.gov) or call 1-877-ID-THEFT (877-438-4338). 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

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 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](http://www.equifax.com)  
P.O. Box 740241  
Atlanta, GA 30374

**Experian**  
(888) 397-3742  
[www.experian.com](http://www.experian.com)  
P.O. Box 2002  
Allen, TX 75013

**TransUnion**  
(800) 888-4213  
[www.transunion.com](http://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>.

### Credit Report Monitoring & Identity Theft Protection Services

In addition, Superior Performers, LLC has arranged with Equifax to provide you with credit monitoring and identify theft protection services one year, at no cost to you. The Credit Watch Gold package provides you with the following benefits:

- Credit monitoring with email notifications of key changes to your Equifax credit report
- Daily access to your Equifax credit report
- WebScan notifications<sup>1</sup> when your personal information, such as Social Security Number, credit/debit card or bank account numbers are found on fraudulent Internet trading sites
- Automatic fraud alerts<sup>2</sup>, which encourages potential lenders to take extra steps to verify your identity before extending credit, plus blocked inquiry alerts and Equifax credit report lock<sup>3</sup>
- Identity Restoration to help restore your identity should you become a victim of identity theft, and a dedicated Identity Restoration Specialist to work on your behalf
- Up to \$1,000,000 of identity theft insurance coverage for certain out of pocket expenses resulting from identity theft<sup>4</sup>

To take advantage of this offer, you must enroll by <<Enrollment Deadline>>, your code will not work after this date.

## **Enrollment Instructions**

Go to [www.equifax.com/activate](http://www.equifax.com/activate)

Enter your unique Activation Code of <<ACTIVATION CODE>> then click "Submit" and follow these 4 steps:

1. **Register:**  
Complete the form with your contact information and click "Continue".  
*If you already have a myEquifax account, click the 'Sign in here' link under the "Let's get started" header.*  
*Once you have successfully signed in, you will skip to the Checkout Page in Step 4*
  2. **Create Account:**  
Enter your email address, create a password, and accept the terms of use.
  3. **Verify Identity:**  
To enroll in your product, we will ask you to complete our identity verification process.
  4. **Checkout:**  
Upon successful verification of your identity, you will see the Checkout Page.  
Click 'Sign Me Up' to finish enrolling.
- You're done!**  
The confirmation page shows your completed enrollment.  
Click "View My Product" to access the product features.

## **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](http://IdentityTheft.gov) or call 1-877-ID-THEFT (877-438-4338).

## **Security Freeze**

In some US states, you 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.

## **State Information on Preventing and Responding to Identity Theft**

You may want to review any materials your state provides regarding identity theft and credit monitoring that may provide additional information and resources to protect yourself against any risks. Below is a list of state resources that may be helpful to review for additional information.

**Massachusetts residents:** May obtain information about identity theft from the Office of Consumer Affairs and Business Regulations (OCABR) at <https://www.mass.gov/orgs/office-of-consumer-affairs-and-business-regulation>, which includes a checklist for handling identity theft.