

March 15, 2024

00695-ADFFIN G0104 L001 AUTO *000003



RE: Notice of Data Breach

Dear [REDACTED],

I am writing on behalf of The Biltmore Company, LLC (“Biltmore” or the “Company”) with important information about a data security incident involving our online retail store where we sell wine and other retail items. Biltmore takes the protection and proper use of your personal information very seriously. We are writing to share information about this incident, provide details about the steps we have taken in response to this incident, and to explain the steps you can take to protect your personal information. We are not aware of any misuse of your information at this time, but we write to you out of an abundance of caution.

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What Happened:

Biltmore’s online store (biltmoreshop.com) is a website where consumers may purchase wine and retail products. On February 16, 2024, Biltmore was notified of a security incident impacting its online store, which is hosted by a third-party vendor. Biltmore immediately engaged its incident response team, including an external forensics and cybersecurity firm, to support its investigation, defense, and recovery. Through these actions, Biltmore contained the incident as of February 23, 2024. A forensic investigation was then conducted that confirmed that an unauthorized malicious party acquired payment card information from individuals who made purchases in our online retail store beginning on December 5, 2023. Over the past several weeks, we undertook an extensive review of the incident to ensure that we accurately report the affected categories of data and individuals. Biltmore’s other technology systems, including those related to ticket sales, hotel stays, and in-person purchases made on-site at Biltmore properties, were *not* impacted by this incident. Please note, Biltmore is not aware of any misuse of your information including identity theft, fraud, or financial losses resulting from this incident and this notice was not delayed by a law enforcement investigation.

What Information Was Involved:

The incident involved your name, address, email address, payment card number, expiration date, and Card Verification Value (“CVV”) or similar security code. Biltmore does not store your full payment card information.

What We Are Doing:

We have taken comprehensive actions to mitigate the incident, including notifying the FBI, undertaking a full forensic investigation, and temporarily closing our online retail store.

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To assist consumers who were affected by this incident, we have secured Equifax's Credit Watch™ Gold services to provide identity monitoring and additional services at no cost to you for 24 months. Equifax is an American multinational consumer credit reporting agency with extensive experience serving people who have sustained an unintentional exposure of confidential data.

Visit www.equifax.com/activate to activate and take advantage of your identity monitoring services.

You have until **July 31, 2024**, to activate your identity monitoring services.

Activation Code: [REDACTED]

Additional information describing your services is included with this letter.

What You Can Do:

Please review the "Additional Resources" section included with this letter. This section describes additional steps you can take to help protect your personal information, including recommendations by the Federal Trade Commission (FTC) regarding identity theft protection and details on how to place a fraud alert or a security freeze on your credit file. You should also report any suspected incident of identity theft to law enforcement, and you can obtain a copy of any resulting police report. If you do suspect that you have been the victim of identity theft, please notify your state Attorney General and the Federal Trade Commission.

For More information:

If you have questions, please call **844-673-5167**, Monday through Friday from 9 a.m. to 9 p.m. Eastern Time to speak with an Equifax specialist that Biltmore has retained to assist you. Please have your activation code ready.

We deeply regret any effect this incident may have on you. We have been working diligently to address this incident. Protecting personal information is very important to us and we are committed to providing you with services to address this matter.

We sincerely apologize for any inconvenience it may cause you.

Sincerely,



Timothy Rosebrock
Vice President Compliance & Legal Services

ADDITIONAL RESOURCES

Contact information for the three nationwide credit reporting agencies:

Equifax, PO Box 740241, Atlanta, GA 30374, www.equifax.com, 1-800-685-1111

Experian, PO Box 2104, Allen, TX 75013, www.experian.com, 1-888-397-3742

TransUnion, PO Box 2000, Chester, PA 19016, www.transunion.com, 1-800-888-4213

Free Credit Report. It is recommended that you remain vigilant by reviewing account statements and monitoring your credit report for unauthorized activity, especially activity that may indicate fraud and identity theft. You may obtain a copy of your credit report, free of charge, once every 12 months from each of the three nationwide credit reporting agencies. To order your annual free credit report please visit www.annualcreditreport.com or call toll free at 1-877-322-8228.

You can also order your annual free credit report by mailing a completed Annual Credit Report Request Form (available from the U.S. Federal Trade Commission's ("FTC") website at www.consumer.ftc.gov) to:

Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348-5281.

For Massachusetts 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 reporting agencies directly to obtain such additional report(s).

Fraud Alerts. There are two types of fraud alerts you can place on your credit report to put your creditors on notice that you may be a victim of fraud—an initial alert and an extended alert. You may ask that an initial fraud alert be placed on your credit report if you suspect you have been, or are about to be, a victim of identity theft. An initial fraud alert stays on your credit report for at least one year. You may have an extended alert placed on your credit report if you have already been a victim of identity theft and you have the appropriate documentary proof. An extended fraud alert stays on your credit report for seven years. You can place a fraud alert on your credit report by contacting any of the three national credit reporting agencies.

Security Freeze. You have the ability to place a security freeze, also known as a credit freeze, on your credit report free of charge. A security freeze is intended to prevent credit, loans and services from being approved in your name without your consent. To place a security freeze on your credit report, you may use an online process, an automated telephone line, or submit a written request to any of the three credit reporting agencies listed above. The following information must be included when requesting a security freeze (note that, if you are requesting a credit report for your spouse, this information must be provided for him/her as well): (1) full name, with middle initial and any suffixes; (2) Social Security number; (3) date of birth; (4) current address and any previous addresses for the past 5 years; and (5) any applicable incident report or complaint with a law enforcement agency or the Registry of Motor Vehicles. The request must also include a copy of a government-issued identification card and a copy of a recent utility bill or bank or insurance statement. It is essential that each copy be legible, and display your name, current mailing address, and the date of issue.



Federal Trade Commission and State Attorneys General Offices. If you believe you are the victim of identity theft or have reason to believe your personal information has been misused, you should immediately contact the Federal Trade Commission and/or the Attorney General's office in your home state. You may also contact these agencies for information on how to prevent or minimize the risks of identity theft.

You may contact the **Federal Trade Commission**, Consumer Response Center, 600 Pennsylvania Avenue, NW, Washington, DC 20580, www.ftc.gov/bcp/edu/microsites/idtheft/, 1-877-IDTHEFT (438-4338).

For Massachusetts residents: You may contact the Office of the Massachusetts Attorney General, 1 Ashburton Place, Boston, MA 02108, 1-617-727-8400, www.mass.gov/ago/contact-us/html

Reporting of identity theft and obtaining a police report.

For Massachusetts residents: You have the right to obtain a police report if you are the victim of identity theft.

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Equifax Credit Watch™ Gold

*Note: You must be over age 18 with a credit file to take advantage of the product

Key Features

- Credit monitoring with email notifications of key changes to your Equifax credit report
- Daily access to your Equifax credit report
- WebScan notifications¹ 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 alerts², which encourages potential lenders to take extra steps to verify your identity before extending credit, plus blocked inquiry alerts and Equifax credit report lock³
- 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 theft⁴

Enrollment Instructions

Go to www.equifax.com/activate

Enter your unique Activation Code then click “Submit”

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.

¹ WebScan searches for your Social Security Number, up to 5 passport numbers, up to 6 bank account numbers, up to 6 credit/debit card numbers, up to 6 email addresses, and up to 10 medical ID numbers. WebScan searches thousands of Internet sites where consumers' personal information is suspected of being bought and sold, and regularly adds new sites to the list of those it searches. However, the Internet addresses of these suspected Internet trading sites are not published and frequently change, so there is no guarantee that we are able to locate and search every possible Internet site where consumers' personal information is at risk of being traded.

² The Automatic Fraud Alert feature is made available to consumers by Equifax Information Services LLC and fulfilled on its behalf by Equifax Consumer Services LLC.

³ Locking your Equifax credit report will prevent access to it by certain third parties. Locking your Equifax credit report will not prevent access to your credit report at any other credit reporting agency. Entities that may still have access to your Equifax credit report include: companies like Equifax Global Consumer Solutions, which provide you with access to your credit report or credit score, or monitor your credit report as part of a subscription or similar service; companies that provide you with a copy of your credit report or credit score, upon your request; federal, state and local government agencies and courts in certain circumstances; companies using the information in connection with the underwriting of insurance, or for employment, tenant or background screening purposes; companies that have a current account or relationship with you, and collection agencies acting on behalf of those whom you owe; companies that authenticate a consumer's identity for purposes other than granting credit, or for investigating or preventing actual or potential fraud; and companies that wish to make pre-approved offers of credit or insurance to you. To opt out of such pre-approved offers, visit www.optoutprescreen.com

⁴ The Identity Theft Insurance benefit is underwritten and administered by American Bankers Insurance Company of Florida, an Assurant company, under group or blanket policies issued to Equifax, Inc., or its respective affiliates for the benefit of its Members. Please refer to the actual policies for terms, conditions, and exclusions of coverage. Coverage may not be available in all jurisdictions.

