



C/O IDX
 P.O. Box 1907
 Suwanee, GA 30024

20435

To Enroll, Please Call:
 1-833-664-2016
 Or Visit:
<https://response.idx.us/alfaenroll>
 Enrollment Code: [XXXXXXXXXX]

<<First Name>> <<Last Name>>
 <<Address1>>
 <<Address2>>
 <<City>>, <<State>> <<Zip>>

May 17, 2021

Re: Notification of Data Security Incident

Dear <<FirstName>> <<LastName>>,

We are writing on behalf of Alfa Insurance (“Alfa”) to notify you about a recent data security incident that may have impacted your personal information. The privacy and security of your personal information is extremely important to us. Below you will find information about the steps we took in response to this incident and how you can help protect your personal information.

What Happened? On February 1, 2021, Alfa was informed by one of its third-party vendors of a new data security threat targeting insurance carriers’ consumer-facing websites. On the same day, Alfa also noticed an abnormally high volume of activity on its online quoting system for automobile insurance. Alfa shut down the online quoting system as a precaution to help prevent further access and engaged a third-party computer forensics expert to help investigate the scope of the incident. That detailed investigation determined that an unknown person may have used personal information acquired elsewhere, such as name and date of birth, to obtain unauthorized access to additional personally identifiable information through Alfa’s online quoting system. We are writing to inform you about the incident and to provide you with information to assist you.

What Information Was Involved? Based on our investigation, your name in combination with your Social Security number and drivers’ license number may have been affected by this incident.

What We Are Doing. We are contacting you to share information about the steps you can take to help protect your personal information and make you aware that we have enhanced our security controls on our online quoting system in order to further enhance the security of any personal information. Additionally, out of an abundance of caution, we are offering identity theft protection services through IDX, the data breach and recovery services expert. IDX identity protection services include: [12 months/24 months] of credit and CyberScan monitoring, a \$1,000,000 insurance reimbursement policy, and fully managed identity theft recovery services. With this protection, IDX will help you resolve issues if your identity is compromised.

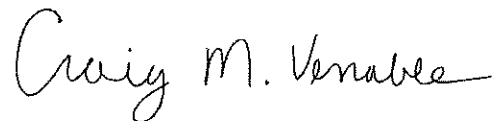
What You Can Do. We encourage you to contact IDX with any questions and to enroll in free identity protection services by calling 1-833-664-2016 or going to <https://response.idx.us/alfaenroll>. IDX representatives are available Monday through Friday from 9 am - 9 pm Eastern Time. Please note the deadline to enroll is August 17, 2021.

Again, at this time, there is no evidence your information has been misused. However, we encourage you to take full advantage of this service offering. IDX representatives can answer questions or concerns you may have regarding the protection of your personal information. You can also follow the recommendations included on the following page to help protect your personal information.

For More Information. We remain committed to protecting your personal information and apologize for inconvenience you experience as a result of the incident.

Please call 1-833-664-2016 or go to <https://response.idx.us/alfaenroll> for assistance or for any additional questions you may have.

Sincerely,

A handwritten signature in cursive script that reads "Craig M. Venable". The signature is written in black ink and is positioned above the printed name and title.

Craig M. Venable
Senior Vice President – Chief Privacy Officer

Steps You Can Take to Further Protect Your Information

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, your state attorney general, and/or the Federal Trade Commission (FTC).

Copy of Credit Report: You may 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 print this form at <https://www.annualcreditreport.com/cra/requestformfinal.pdf>. You also can contact one of the following three national credit reporting agencies:

TransUnion	Experian	Equifax	Free Annual Report
P.O. Box 1000	P.O. Box 9532	P.O. Box 105851	P.O. Box 105281
Chester, PA 19016	Allen, TX 75013	Atlanta, GA 30348	Atlanta, GA 30348
1-800-909-8872	1-888-397-3742	1-800-685-1111	1-877-322-8228
www.transunion.com	www.experian.com	www.equifax.com	www.annualcreditreport.com

Fraud Alert: 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>.

Security Freeze: Under U.S. law, you have the right to put a security freeze on your credit file for up to one year at no cost. This will prevent new credit from being opened in your name without the use of a PIN number that is issued to you when you initiate the freeze. A security freeze 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 obtain credit. You must separately place a security freeze on your credit file with each credit reporting agency. In order 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.

Additional Free Resources: You can obtain information from the consumer reporting agencies, the FTC or from your respective state Attorney General about fraud alerts, security freezes, and steps you can take toward preventing identity theft. You may report suspected identity theft to local law enforcement, including to the FTC or to the Attorney General in your state. Contact information for the FTC is: **Federal Trade Commission**, 600 Pennsylvania Ave, NW, Washington, DC 20580, www.consumer.ftc.gov and www.ftc.gov/idtheft, 1-877-438-4338. Residents of New York, Maryland, North Carolina, and Rhode Island can obtain more information from their Attorneys General using the contact information below. Under Massachusetts and Rhode Island law, you have the right to file a police report in association with this incident.

New York Attorney General Bureau of Internet and Technology Resources	Maryland Attorney General	North Carolina Attorney General	Rhode Island Attorney General
28 Liberty Street New York, NY 10005 ifraud@ag.ny.gov 1-212-416-8433	200 St. Paul Place Baltimore, MD 21202 www.oag.state.md.us 1-888-743-0023	9001 Mail Service Center Raleigh, NC 27699 www.ncdoj.gov 1-877-566-7226	150 South Main Street Providence, RI 02903 www.riag.ri.gov 401-274-4400

You also have certain rights under the Fair Credit Reporting Act (FCRA): These rights include to know what is in your file; to dispute incomplete or inaccurate information; to have consumer reporting agencies correct or delete inaccurate, incomplete, or unverifiable information, as well as others. For more information about the FCRA, and your rights pursuant to the FCRA, please visit http://files.consumerfinance.gov/f/201504_cfpb_summary_your-rights-under-fcra.pdf