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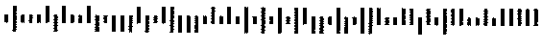
  
Gurley Leep  
Capital Honda Smart TEAM TOYOTA  
Meritville  
Return Mail Processing  
PO Box 589  
Claysburg, PA 16625-0589

April 1, 2020

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SAMPLE A SAMPLE - L02 MA  
APT 123  
123 ANY ST  
ANYTOWN, US 12345-6789



**NOTICE OF DATA SECURITY INCIDENT**

Dear Sample A Sample:

We are writing to inform you of a recent data security incident that has the potential to impact our current and previous employees. Although at this time we are not aware of any misuse of your information, we are providing this notice to ensure that you may take steps to protect your information should you feel it is appropriate to do so.

**WHAT WE ARE DOING**

Upon learning of the incident, Gurley Leep engaged outside counsel and forensic investigators to perform and assist with our investigation into the attack. Additionally, Gurley Leep has taken various steps to neutralize the existing threat and has implemented additional security measures designed to remove the cyber criminals' access to our systems and to detect and prevent future threats. Our current investigation has not yielded any evidence of additional existing threats and we will continue to carefully monitor for signs of further activity or compromise. We are also providing resources, explained in this letter, to help protect against potential misuse of your information.

**WHAT YOU CAN DO**

Please review the attachment to this letter (Steps You Can Take to Further Protect Your Information) for further information on steps you can take to protect your information.

Additionally, we have arranged for you, at your option, to enroll in Experian's® IdentityWorksSM, a complimentary service providing you identity detection and resolution of identity theft. This service provides: (i) daily credit monitoring of your Equifax, Experian and TransUnion credit files, (ii) unlimited access to your Equifax Credit Report, (iii) an annual 3-in-1 Credit Report which provides you with your credit history as reported by the three major credit reporting agencies, (iv) the ability to lock and unlock your Equifax credit file in real time, (v) the ability to set a fraud alert on your credit file at all 3 bureaus and automatically renew every 90 days, (vi) scans of the internet for your personal information and alerts if it is found on suspected underground trading sites, (vii) wallet replacement assistance in the event of a lost/stolen wallet, and (viii) identity theft insurance up to \$1,000,000 to cover certain out of pocket expenses arising from an occurrence of identity theft, subject to certain limitations and exclusions. You have until MM/DD/YYYY (your activation code will not work after this date), to activate the free, optional service by using the following activation code: ABCDEFGHI. This code is unique for your use and should not be shared. Please go to <https://www.experianidworks.com/credit> to enroll or call 1-855-223-4413 for assistance. Be prepared to provide engagement number ENGAGE# as proof of eligibility for the identity restoration services by Experian.

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**FOR MORE INFORMATION**

If you have questions not addressed by this letter, please do not hesitate to contact the call center we have established at 1-855-223-4413 between 9:00 a.m. - 9:00 p.m. EST from Monday through Friday and 11 a.m. – 8 p.m. Saturday through Sunday.

Sincerely,

Chris Pustelak  
Vice President of Operations

## STEPS YOU CAN TAKE TO FURTHER PROTECT YOUR INFORMATION

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

You should always remain vigilant for incidents of fraud and identity theft. Over the next twelve to twenty four months, we recommend that you remain especially 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 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.

Under Massachusetts law, you have the right to obtain any police report filed in regard to this incident. If you are the victim of identity theft, you also have the right to file a police report and obtain a copy of it.

#### 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 4500  
Allen, TX 75013

TransUnion  
(800) 888-4213  
[www.transunion.com](http://www.transunion.com)  
2 Baldwin Place  
P.O. Box 1000  
Chester, PA 19016

### 2) 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 one year. 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>.

### 3) 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).

A copy of *Identity Theft – A Recovery Plan*, a comprehensive guide from the FTC to help you guard against and deal with identity theft, can be found on the FTC's website at [https://www.consumer.ftc.gov/articles/pdf-0009\\_identitytheft\\_a\\_recovery\\_plan.pdf](https://www.consumer.ftc.gov/articles/pdf-0009_identitytheft_a_recovery_plan.pdf).

You may also wish you review information provided by your local Attorney General's Office at <https://www.website.gov/sample/>, by calling #-###-###-#####, or by writing to Sample Government Center, 123 Sample St, 1st Floor, Anytown, US 12345.

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#### 4) Security Freeze

In all 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.

**Experian**  
PO Box 9554  
Allen, TX 75013  
1-888-397-3742  
[www.experian.com/freeze/  
center.html](http://www.experian.com/freeze/center.html)

**TransUnion**  
P.O. Box 2000  
Chester, PA 19016  
1-800-909-8872  
[www.transunion.com/credit-  
freeze](http://www.transunion.com/credit-freeze)

**Equifax**  
PO Box 105788  
Atlanta, GA 30348-5788  
1-800-685-1111  
[www.equifax.com/personal/  
credit-report-services/](http://www.equifax.com/personal/credit-report-services/)

#### 5) MANAGE YOUR PERSONAL INFORMATION

Take steps such as: carrying only essential documents with you; being aware of whom you are sharing your personal information with, and shredding receipts, statements, and other sensitive information.

#### 6) USE TOOLS FROM CREDIT PROVIDERS

Carefully review your credit reports and bank, credit card and other account statements. Be proactive and create alerts on credit cards and bank accounts to notify you of activity. If you discover unauthorized or suspicious activity on your credit report or by any other means, file an identity theft report with your local police and contact a credit reporting company.