



Additional 22293

<<Date>> (Format: Month Day, Year)

<<first\_name>> <<middle\_name>> <<last\_name>> <<suffix>>  
<<address\_1>>  
<<address\_2>>  
<<city>>, <<state\_province>> <<postal\_code>>  
<<country >>

<<b2b\_text\_1(NoticeOfDataBreach)>>

Dear <<first\_name>> <<middle\_name>> <<last\_name>> <<suffix>>,

We are writing to notify you that we have identified and addressed a data security incident that may have impacted some of your personal information. We take the security of your information very seriously and sincerely apologize for any concern this incident may cause. While we have no indication that your personal information has been misused, this letter contains information about what happened, actions we have taken to prevent a reoccurrence, and steps you can take to help protect your information.

#### What Happened?

On August 18, 2021, 21c Museum Hotels learned of an intrusion into an employee's mailbox by an unauthorized third party. We moved quickly to contain the incident and worked with security experts to conduct a thorough investigation and detailed search of the affected mailbox. Our recently concluded investigation identified that your personal information was contained in the mailbox and therefore may have been accessible from August 16, 2021 to August 18, 2021. While we have no evidence that your information was misused, we want to notify you because we could not conclusively rule out the possibility.

#### What information was involved?

Our investigation determined that the incident may have impacted one or more of the following types of information, *if you provided such information to 21c Museum Hotels*: name, date of birth, Social Security number, driver's license/State ID number, passport number, bank account and routing numbers, payment card numbers including security codes and pins, health and health insurance information, or username/password information. If you would like more information about what information was identified as contained within the mailboxes, you can request that information by calling the number below.

#### What We Are Doing

We take the security of your information seriously and are taking measures to reduce the likelihood of a future cyber-attack, including enhanced email security measures and additional employee awareness of phishing. In addition, out of an abundance of caution, we have secured the services of Kroll to provide identity monitoring at no cost to you for two years. To sign up for these services, please follow the instructions below. Kroll is a global leader in risk mitigation and response, and their team has extensive experience helping people who have sustained an unintentional exposure of confidential data. Your identity monitoring services include Credit Monitoring, \$1 Million Identity Fraud Loss Reimbursement, Fraud Consultation, and Identity Theft Restoration.

Visit <https://enroll.krollmonitoring.com> to activate and take advantage of your identity monitoring services.

You have until <<b2b\_text\_6(EnrollmentDeadline)>> to activate your identity monitoring services.

Membership Number: <<Membership Number s\_n>>

For more information about Kroll and your Identity Monitoring services, you can visit [info.krollmonitoring.com](http://info.krollmonitoring.com).

If you prefer to activate these services offline and receive monitoring alerts via the US Postal Service, you may activate via our automated phone system by calling 888-653-0511, Monday through Friday, 9:00 a.m. to 6:30 p.m. Eastern Time, excluding major U.S. holiday. Please have your membership number located in your letter ready when calling. Please note that to activate monitoring services, you will be required to provide your name, date of birth, and Social Security number through our automated phone system.

**What You Can Do**


Please review the enclosed "Additional Important Information" section included with this letter. This section describes additional steps you can take to help protect yourself, including recommendations by the Federal Trade Commission (FTC) regarding identity theft protection and details on how to place a fraud alert or security freeze on your credit file. As an added precaution, you may want to closely monitor your personal accounts for any suspicious activity.

**For More Information**

We have established a dedicated call center to answer questions or concerns you may have about this incident. You can reach the call center at 1-855-537-2116, Monday through Friday from 9:00 am – 6:30 pm Eastern Time, excluding major U.S. national holidays.

Protecting your information is of the utmost importance to us. We appreciate your patience and understanding, and we sincerely apologize for any inconvenience or concern this incident may cause you.

Sincerely,



Sarah Robbins  
Chief Operating Officer



### Identity Monitoring Services

We have secured the services of Kroll to provide identity monitoring at no cost to you for two years. Kroll is a global leader in risk mitigation and response, and their team has extensive experience helping people who have sustained an unintentional exposure of confidential data. Your identity monitoring services<sup>1</sup> include Credit Monitoring, \$1 Million Identity Fraud Loss Reimbursement, Fraud Consultation, and Identity Theft Restoration.

#### How to Activate Your Identity Monitoring Services

1. You must activate your identity monitoring services by <<b2b\_text\_6(EnrollmentDeadline)>>. Your Membership Number will not work after this date.
2. Visit <https://enroll.krollmonitoring.com> to activate your identity monitoring services.
3. Provide Your Membership Number: <<Membership Number s\_n>>

#### Take Advantage of Your Identity Monitoring Services

You've been provided with access to the following services<sup>1</sup> from Kroll:

##### **Single Bureau Credit Monitoring**

You will receive alerts when there are changes to your credit data—for instance, when a new line of credit is applied for in your name. If you do not recognize the activity, you'll have the option to call a Kroll fraud specialist, who can help you determine if it's an indicator of identity theft.

##### **\$1 Million Identity Fraud Loss Reimbursement**

Reimburses you for out-of-pocket expenses totaling up to \$1 million in covered legal costs and expenses for any one stolen identity event. All coverage is subject to the conditions and exclusions in the policy.

##### **Fraud Consultation**

You have unlimited access to consultation with a Kroll fraud specialist. Support includes showing you the most effective ways to protect your identity, explaining your rights and protections under the law, assistance with fraud alerts, and interpreting how personal information is accessed and used, including investigating suspicious activity that could be tied to an identity theft event.

##### **Identity Theft Restoration**

If you become a victim of identity theft, an experienced Kroll licensed investigator will work on your behalf to resolve related issues. You will have access to a dedicated investigator who understands your issues and can do most of the work for you. Your investigator can dig deep to uncover the scope of the identity theft, and then work to resolve it.

<sup>1</sup> Kroll's activation website is only compatible with the current version or one version earlier of Chrome, Firefox, Safari and Edge. To receive credit services, you must be over the age of 18 and have established credit in the U.S., have a Social Security number in your name, and have a U.S. residential address associated with your credit file.

## *Additional Important Information*

**For residents of Iowa:** You are advised to report any suspected identity theft to law enforcement or to the Attorney General.

**For residents of Oregon:** You are advised to report any suspected identity theft to law enforcement, including the Attorney General, and the Federal Trade Commission.

**For residents of New Mexico:** You are advised to review personal account statements and credit reports, as applicable, to detect errors resulting from the security incident. You have rights pursuant to the federal Fair Credit Reporting Act. Please visit [https://files.consumerfinance.gov/f/201504\\_cfpb\\_summary\\_your-rights-under-fcra.pdf](https://files.consumerfinance.gov/f/201504_cfpb_summary_your-rights-under-fcra.pdf) or see the contact information for the Federal Trade Commission listed below.

**For residents of District of Columbia, Illinois, Maryland, New York, North Carolina, and Rhode Island:**

You can obtain information from the District of Columbia, Maryland, North Carolina, New York, and Rhode Island Offices of the Attorney General and the Federal Trade Commission about fraud alerts, security freezes, and steps you can take toward preventing identity theft.

<b>DC Attorney General</b> 441 4th Street NW Washington, D.C. 20001 1-202-727-3400 <a href="http://www.oag.dc.gov">www.oag.dc.gov</a>	<b>Maryland Office of Attorney General</b> 200 St. Paul Place Baltimore, MD 21202 1-888-743-0023 <a href="http://www.oag.state.md.us">www.oag.state.md.us</a>	<b>Rhode Island Office of Attorney General</b> 150 South Main Street Providence RI 02903 1-401-274-4400 <a href="http://www.riag.ri.gov">www.riag.ri.gov</a>	<b>North Carolina Attorney General</b> 9001 Mail Service Ctr Raleigh, NC 27699 1-877-566-7226 <a href="http://www.ncdoj.com">www.ncdoj.com</a>	<b>New York Attorney General</b> 120 Broadway 3rd Floor New York, NY 10271 1-800-771-7755 <a href="http://www.ag.ny.gov">www.ag.ny.gov</a>
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**Federal Trade Commission, Consumer Response Center**  
600 Pennsylvania Ave, NW Washington, DC 20580  
1-877-IDTHEFT (438-4338) [www.identitytheft.gov](http://www.identitytheft.gov)

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

**For residents of all states:**

It is recommended that you remain vigilant for incidents of fraud and identity theft by reviewing payment card account statements and monitoring your credit reports for unauthorized activity. You may obtain a copy of your credit report, free of charge, whether or not you suspect any unauthorized activity on your account, from each of the three nationwide credit reporting agencies. To order your free credit report, please visit [www.annualcreditreport.com](http://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 at <https://www.consumer.ftc.gov/articles/0155-free-credit-reports>) to: Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA, 30348-5281.

**Fraud Alerts:** You can place fraud alerts with the three credit bureaus by phone and online with Equifax ([https://assets.equifax.com/assets/personal/Fraud\\_Alert\\_Request\\_Form.pdf](https://assets.equifax.com/assets/personal/Fraud_Alert_Request_Form.pdf)), Experian (<https://www.experian.com/fraud/center.html>), or Transunion (<https://www.transunion.com/fraud-victim-resource/place-fraud-alert>). A fraud alert tells creditors to follow certain procedures, including contacting you, before they open any new accounts or change your existing accounts. For that reason, placing a fraud alert can protect you, but also may delay you when you seek to obtain credit. Initial fraud alerts last for one year. Victims of identity theft can also get an extended fraud alert for seven years. The phone numbers for all three credit bureaus are at the bottom of this page.

**Monitoring:** You should always remain vigilant and monitor your accounts for suspicious or unusual activity.

**Security Freeze:** You also have the right to place a security freeze on your credit report. 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 need to make a request to each consumer reporting agency by certified mail, overnight mail, regular stamped mail, or by following the instructions found at the websites listed below. The following information must be included when requesting a security freeze for yourself or your spouse or a minor under 16: (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 five years; (5) Proof of current address, such as current utility or telephone bill, bank or insurance statement; (6) legible photocopy of government-issued identification card (state driver's license or ID card, military identification, etc.); and (7) if you are a victim of identity theft, include a copy of either the police report, investigative report, or complaint to a law enforcement agency concerning identity theft. It is essential that each copy be legible, display your name and current mailing address, and the date of issue. It is free to place, lift, or remove a security freeze.

**Experian Security Freeze**  
P.O. Box 9554  
Allen, TX 75013-9544  
<https://www.experian.com/help/>  
1-888-397-3742

**Equifax Security Freeze**  
P.O. Box 105788  
Atlanta, GA 30348-5788  
<https://www.equifax.com/personal/credit-report-services/>  
1-800-525-6285

**TransUnion Security Freeze**  
P.O. Box 2000  
Chester, PA 19016-0200  
<https://www.transunion.com/credit-help>  
1-800-680-7289