



Return Mail Processing
PO Box 999
Suwanee, GA 30024

202286

September 17, 2021

112 *****SNGLP

SAMPLE A. SAMPLE - L02 - MA

APT ABC

123 ANY ST

ANYTOWN, US 12345-6789



Re: Notice of Data Incident

Dear Sample A. Sample,

Davidson Hospitality Group (“Davidson”) writes to notify you of an incident that may affect the privacy of some of your personal information. This letter provides details about resources available to you to help protect your information from possible misuse, should you feel it is appropriate to do so.

The confidentiality, privacy, and security of information in our care is one of our highest priorities. Davidson has strict measures in place to protect information in our care. In an abundance of caution, we are notifying potentially impacted individuals, including you, so that you may take additional steps to better protect your personal information, should you feel it is appropriate to do so. In addition, we are offering credit monitoring and identity theft protection services through Experian for twenty-four (24) months at no cost to you as an added precaution.

Enroll in Credit and Identity Monitoring

- 1. Website and Enrollment.** Go to <https://www.experianidworks.com/credit> and follow the instructions for enrollment using your Enrollment Code: **ABCDEFGHI** by December 31, 2021.
- 2. Activate the credit monitoring** provided as part of your Experian® IdentityWorksSM identity protection membership. The monitoring included in the membership must be activated to be effective. Note: You must have established credit and access to a computer and the internet to use this service. If you need assistance, an Experian agent will be able to assist you.
- 3. Telephone.** Contact Experian at (877) 890-9332 to speak with knowledgeable representatives about the appropriate steps to take to protect your credit identity. Please be prepared to provide engagement number B018614.
- 4. Review your credit reports.** We recommend that you remain vigilant by reviewing account statements and monitoring credit reports. Under federal law, you also are entitled every 12 months to one free copy of your credit report from each of the three major credit reporting companies. To obtain a free annual credit report, go to www.annualcreditreport.com or call 1-877-322-8228. You may wish to stagger your requests so that you receive a free report by one of the three credit bureaus every four months.

If you discover any suspicious items and have enrolled in Experian identity protection, notify them immediately by calling or by logging into the Experian website and filing a request for help.

If you file a request for help or report suspicious activity, you will be contacted by a member of our ID Care team who will help you determine the cause of the suspicious items. In the unlikely event that you fall victim to identity theft as a

consequence of this incident, you will be assigned an ID Care Specialist who will work on your behalf to identify, stop and reverse the damage quickly.

Monitor Your Accounts

Under U.S. law, a consumer is entitled to one free credit report annually from each of the three major credit reporting bureaus, Equifax, Experian, and TransUnion. To order your free credit report, visit www.annualcreditreport.com or call, toll-free, 1-877-322-8228. You may also directly contact the three major credit reporting bureaus listed below to request a free copy of your credit report.

Consumers have the right to place an initial or extended "fraud alert" on a credit file at no cost. An initial fraud alert is a 1-year alert that is placed on a consumer's credit file. Upon seeing a fraud alert display on a consumer's credit file, a business is required to take steps to verify the consumer's identity before extending new credit. If you are a victim of identity theft, you are entitled to an extended fraud alert, which is a fraud alert lasting seven years. Should you wish to place a fraud alert, please contact any one of the three major credit reporting bureaus listed below.

As an alternative to a fraud alert, consumers have the right to place a "credit freeze" on a credit report, which will prohibit a credit bureau from releasing information in the credit report without the consumer's express authorization. The credit freeze is designed to prevent credit, loans, and services from being approved in your name without your consent. However, you should be aware that using a credit freeze to take control over who gets access to the personal and financial information in your credit report may delay, interfere with, or prohibit the timely approval of any subsequent request or application you make regarding a new loan, credit, mortgage, or any other account involving the extension of credit. Pursuant to federal law, you cannot be charged to place or lift a credit freeze on your credit report. To request a security freeze, you will need to provide the following information:

1. Full name (including middle initial as well as Jr., Sr., II, III, etc.);
2. Social Security number;
3. Date of birth;
4. Addresses for the prior two to five years;
5. Proof of current address, such as a current utility bill or telephone bill;
6. A legible photocopy of a government-issued identification card (state driver's license or ID card, military identification, etc.); and
7. A copy of either the police report, investigative report, or complaint to a law enforcement agency concerning identity theft if you are a victim of identity theft.

Should you wish to place a fraud alert or credit freeze, please contact the three major credit reporting bureaus listed below:

Equifax	Experian	TransUnion
https://www.equifax.com/personal/credit-report-services/	https://www.experian.com/help/	https://www.transunion.com/credit-help
1-888-298-0045	1-888-397-3742	1-833-395-6938
Equifax Fraud Alert, P.O. Box 105069 Atlanta, GA 30348-5069	Experian Fraud Alert, P.O. Box 9554, Allen, TX 75013	TransUnion Fraud Alert, P.O. Box 2000, Chester, PA 19016
Equifax Credit Freeze, P.O. Box 105788 Atlanta, GA 30348-5788	Experian Credit Freeze, P.O. Box 9554, Allen, TX 75013	TransUnion Credit Freeze, P.O. Box 160, Woodlyn, PA 19094

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.

You can also further educate yourself regarding identity theft, fraud alerts, security freezes, and the steps you can take to protect yourself, by contacting the consumer reporting agencies, your state Attorney General, or the Federal Trade Commission (FTC). The Federal Trade Commission can be reached at: 600 Pennsylvania Avenue NW, Washington, DC 20580; www.identitytheft.gov; 1-877-ID-THEFT (877-438-4338); and TTY: 866-653-4261. The Federal Trade Commission also encourages those who discover that their information has been misused to file a complaint with them. You can also obtain further information on how to file such a complaint by way of the contact information listed above. Instances

of known or suspected identity theft should also be reported to law enforcement, the FTC, and the Massachusetts Attorney General.

For More Information

We understand that you may have questions about this incident that are not addressed in this letter. If you have additional questions, please call us at (906) 847-3331 between the hours of 9:00am and 5:00pm, Eastern Time, Monday through Friday.

We sincerely regret any inconvenience or concern this incident may have caused.

Sincerely,

Davidson

