

23404

[Return Address Line 1]
[Return Address Line 2]

[Insert Recipient's Name]
[Insert Address]
[Insert City, State, Zip]

[Date]

Re: Notice of Data Security Incident Involving Your Personal Data

Dear [First Name] [Last Name],

Georgia Crown Distributing Co. and its affiliates ("Georgia Crown") are committed to protecting the privacy of the information we collect. It is therefore important that we make you aware of privacy issues that may affect you. Below you will find information about an incident that affected your personal information ("PI"), the steps we are taking to protect your information, and the steps you may want to consider taking to do the same.

Georgia Crown is a full service beverage distributor with wholesale operations in Alabama, Georgia, and Tennessee, selling imported and domestic spirits, wines, beers, and specialty products. Georgia Crown operates on a business-to-business model and does not collect or retain PI about individual consumers. This incident affected some of Georgia Crown's human resources records, including the PI of current and former employees and their beneficiaries.

What Information Was Involved

Our records indicate that your name, social security number, driver's license number, health insurance policy number or subscriber identification number, financial account number may have been accessed.

Actions We've Taken to Safeguard Your Information

We take our responsibility to safeguard your personal information seriously. Since the initial attack, Georgia Crown has implemented a wide range of new technical and administrative controls to better protect against future attacks, including advanced monitoring capabilities, elevated access controls, and enhanced anti-virus software. We are also offering all affected individuals complimentary identity theft protection services.

Identify Theft Protection Service

To help protect your identity from misuse, we are offering complimentary access to Experian's® IdentityWorksSM for two years. This product provides you with superior detection and resolution of identity theft. While identity restoration assistance is immediately available to you, we also encourage you to activate the fraud detection tools available through Experian's® IdentityWorksSM as a complimentary two-year membership.

To start monitoring your personal information, please follow the steps below:

- Ensure that you enroll by: [Date] (Your code will not work after this date.)
- Visit Experian's website to enroll: <https://www.experianidworks.com/credit>
- Provide your activation code: [code]

Please do not share this information as these links are exclusive to you and your account.

If you have questions about the product, need assistance with identity restoration or would like an alternative to enrolling in Experian's® IdentityWorksSM online, please contact Experian's customer care team at [Experian customer service]

number] by [Date]. Be prepared to provide engagement number [engagement number] as proof of eligibility for the Identity Restoration services by Experian.

Steps You Can Take for Identity Theft Protection

We encourage you to take advantage of Experian's® IdentityWorksSM identity theft protection services at no cost to you. In addition, there are other steps you may take to further protect yourself against identity theft or other unauthorized use of your personal information. Information regarding these steps is provided on the attached pages entitled "*Steps You May Take to Protect Yourself Against Potential Misuse of Information.*"

Contact Information

We wanted you to know the nature and extent of this incident and to make you aware of the steps we are taking to protect your information. If you have questions about anything contained in this letter, please contact us by phone at [Experian customer service number].

Cordially,

John Tanzine
General Counsel
Georgia Crown Distributing Co.

Steps You May Take to Protect Yourself Against Potential Misuse of Information

We recommend that you regularly review statements from your accounts and periodically obtain your credit report from one or more of the national credit reporting companies. You may obtain a free copy of your credit report online at www.annualcreditreport.com, by calling toll-free 1-877-322-8228, or by mailing an Annual Credit Report Request Form (available at www.annualcreditreport.com) to: Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA, 30348-5281. You may also obtain a copy of your credit report by contacting one or more of the three national credit reporting agencies listed below.

Equifax: P.O. Box 740241, Atlanta, Georgia 30374-0241, 1-800-685-1111, www.equifax.com

Experian: P.O. Box 9532, Allen, TX 75013, 1-888-397-3742, www.experian.com

TransUnion: P.O. Box 1000, Chester, PA 19022, 1-800-888-4213, www.transunion.com

When you receive your credit reports, review them carefully. Look for accounts or creditor inquiries that you did not initiate or do not recognize. Look for information, such as home address and Social Security number, that is not accurate. If you see anything you do not understand, call the credit reporting agency at the telephone number on the report.

We recommend you remain vigilant with respect to reviewing your account statements and credit reports. We also recommend that you promptly report any suspicious activity or suspected identity theft to the proper law enforcement authorities, including local law enforcement, your state's attorney general and/or the Federal Trade Commission (FTC). You may contact the FTC or your state's regulatory authority to obtain additional information about avoiding identity theft.

Federal Trade Commission, Consumer Response Center, 600 Pennsylvania Avenue, NW, Washington, DC 20580, 1-877-IDTHEFT (438-4338), www.ftc.gov/idtheft.

Police Reports: If you are a Massachusetts resident, you have a right to request a police report about this incident.

Fraud Alerts: There are also two types of fraud alerts that 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 90 days. You may have an extended alert placed on your credit report if you have already been a victim of identity theft with the appropriate documentary proof. An extended fraud alert stays on your credit report for 7 years. You can place a fraud alert on your credit report by calling the toll-free fraud number of any of the three national credit reporting agencies listed below.

Equifax: 1-888-766-0008, www.equifax.com

Experian: 1-888-397-3742, www.experian.com

TransUnion: 1-800-680-7289, fraud.transunion.com

Credit Freezes: You may have the right to put a credit freeze, also known as a security freeze, on your credit file, so that no new credit can be opened in your name without the use of a PIN number that is issued to you when you initiate a freeze. A credit freeze is designed to prevent potential credit grantors from accessing your credit report without your consent. If you place a credit freeze, potential creditors and other third parties will not be able to get access to your credit report unless you temporarily lift the freeze. Therefore, using a credit freeze may delay your ability to obtain credit. *Unlike a fraud alert, you must separately place a credit freeze on your credit file at each credit reporting company.* Placing, lifting, and/or removing a credit freeze from your account is completely free and will not affect your credit score. Please contact the three national credit reporting agencies as specified below to find out more information:

Equifax: P.O. Box 105788, Atlanta, GA 30348, www.equifax.com

Experian: P.O. Box 9554, Allen, TX 75013, www.experian.com

TransUnion: P.O. Box 2000, Chester, PA, 19022-2000, freeze.transunion.com

You can obtain more information about fraud alerts and credit freezes by contacting the FTC or one of the three national credit reporting agencies listed above.

The following information should be included when requesting a security freeze (documentation for you and your spouse must be submitted when freezing a spouse's credit report): full name, with middle initial and any suffixes; Social Security number; date of birth (month, day, and year); current address and previous addresses for the past 5 years; and applicable fee (if any) or incident report or complaint with a law enforcement agency or the Department of Motor Vehicles. The request should also include a copy of a government-issued identification card, such as a driver's license, state, or military ID card, and a copy of a utility bill, bank, or insurance statement. Each copy should be legible, display your name and current mailing address, and the date of issue (statement dates must be recent).

Since you are a Massachusetts resident, you also have a right to request a police report about this incident.