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October 29, 2021

### Notice of Data Security Incident

Dear Sample A. Sample,

This notice is to inform you of a security incident that involved your personal information held by ON24, Incorporated (“ON24”). ON24 takes this incident extremely seriously and deeply regrets that this incident occurred. This notice provides information on steps that you can take to protect your information.

### What We Are Doing

Your personal information is of paramount importance to ON24. Upon detecting the incident, ON24 immediately launched an investigation. We also engaged a leading, third-party cybersecurity firm to conduct a forensic analysis of this incident and assist us in reviewing the potentially impacted data.

**In addition, ON24 is providing impacted individuals with a 24-month subscription to Experian IdentityWorks<sup>SM</sup>, at no charge. Please review the enclosed *Enrollment and Identity Theft Protection Information* for more information and enrollment instructions for Experian IdentityWorks<sup>SM</sup>.**

### What You Can Do

We are currently not aware of any misuse of your personal information associated with this incident. Even so, we strongly recommend that you review the information provided in this letter for some steps that you may take to protect yourself against any potential misuse of your personal information. As a precaution, we have arranged for you, at your option, to enroll in a credit monitoring service for two years through Experian, at no charge. You have until **January 31, 2022** to activate the free credit monitoring service by using the following activation code: **ABCDEFGHI**. To enroll, call **(866) 926-9802** Monday through Friday from 8 am - 10 pm Central, or Saturday and Sunday from 10 am - 7 pm Central (excluding major U.S. holidays) and provide your engagement number **B020408** or go to: <https://www.experianidworks.com/credit>. Please review the *Enrollment and Identity Theft Protection Information* provided below for information about key features of the Experian service for additional mitigation services that are available to you if you enroll.

We have included some additional information below regarding other precautionary measures you can take to protect your personal information, including placing a fraud alert and/or security freeze on your credit files, and/or obtaining a free credit report, as well as the right to obtain any police report filed regarding this incident or if you

are the victim of identity theft, the right to file a police report and obtain a copy of it. You should regularly review and always remain vigilant in reviewing your account statements and credit report for fraudulent or irregular activity. If you discover any suspicious or unusual activity on your accounts or suspect identity theft or fraud, be sure to report it immediately to your financial institutions and to us so that we may further our investigation.

### **Placing a Security Freeze on Your Credit Report**

Massachusetts law allows consumers to place a security freeze on their credit reports free of charge. By placing a security freeze, someone who fraudulently acquires your personal identifying information will not be able to use that information to open new accounts or borrow money in your name. There is no cost to freeze or unfreeze your credit files. See the *Additional Information* section below for more information on security freezes.

### **For More Information**

Please call us at (866) 926-9802 Monday through Friday from 8 am – 10 pm Central, or Saturday and Sunday from 10 am – 7 pm Central (excluding major U.S. holidays) if you have any questions or concerns about your account or if you have questions about credit monitoring and enrollment. Be prepared to provide your engagement number B020408. Please know that we regret any inconvenience or concern this incident may cause you.

Sincerely,

ON24

## Enrollment and Identity Theft Protection Information

To help protect your identity, we are offering complimentary access to Experian IdentityWorks<sup>SM</sup> for twenty-four (24) months.

If you believe there was fraudulent use of your personal information as a result of this incident and would like to discuss how you may be able to resolve those issues, please reach out to an Experian agent. If, after discussing your situation with an agent, it is determined that identity restoration support is needed then an Experian Identity Restoration agent is available to work with you to investigate and resolve each incident of fraud that occurred from the date of the incident (including, as appropriate, helping you with contacting credit grantors to dispute charges and close accounts; assisting you in placing a freeze on your credit file with the three major credit bureaus; and assisting you with contacting government agencies to help restore your identity to its proper condition).

Please note that Identity Restoration is available to you for twenty-four (24) months from the date of this letter and does not require any action on your part at this time. The Terms and Conditions for this offer are located at [www.ExperianIDWorks.com/restoration](http://www.ExperianIDWorks.com/restoration).

While identity restoration assistance is immediately available to you, we also encourage you to activate the fraud detection tools available through Experian IdentityWorks as a complimentary twenty-four (24) months membership. This product provides you with superior identity detection and resolution of identity theft. To start monitoring your personal information, please follow the steps below:

- Ensure that you **enroll by January 31, 2022** Please note: **YOUR CODE WILL NOT WORK AFTER THIS DATE**
- **Visit** the Experian IdentityWorks website to enroll: <https://www.experianidworks.com/credit>
- Provide your **activation code: ABCDEFGHI**

If you have questions about the product, need assistance with Identity Restoration that arose as a result of this incident or would like an alternative to enrolling in Experian IdentityWorks online, please contact Experian's customer care team at **(866) 926-9802** by **January 31, 2022**. Be prepared to provide engagement number **B020408** as proof of eligibility for the Identity Restoration services by Experian.

### ADDITIONAL DETAILS REGARDING YOUR TWENTY-FOUR MONTH EXPERIAN IDENTITYWORKS MEMBERSHIP

A credit card is not required for enrollment in Experian IdentityWorks. You can contact Experian immediately regarding any fraud issues, and have access to the following features once you enroll in Experian IdentityWorks:

- **Experian credit report at signup:** See what information is associated with your credit file. Daily credit reports are available for online members only.<sup>1</sup>
- **Credit Monitoring:** Actively monitors Experian file for indicators of fraud.
- **Identity Restoration:** Identity Restoration specialists are immediately available to help you address credit and non-credit related fraud.
- **Experian IdentityWorks ExtendCARE<sup>TM</sup>:** You receive the same high-level of Identity Restoration support even after your Experian IdentityWorks membership has expired.
- **\$1 Million Identity Theft Insurance<sup>2</sup>:** Provides coverage for certain costs and unauthorized electronic fund transfers.

<sup>1</sup> Offline members will be eligible to call for additional reports quarterly after enrolling.

<sup>2</sup> The Identity Theft Insurance is underwritten and administered by American Bankers Insurance Company of Florida, an Assurant company. Please refer to the actual policies for terms, conditions, and exclusions of coverage. Coverage may not be available in all jurisdictions.

### Additional Information

You can further educate yourself regarding identity theft, fraud alerts, and the steps you can take to protect yourself, by contacting the Federal Trade Commission or your state Attorney General. The Federal Trade Commission can be reached at: 600 Pennsylvania Avenue NW, Washington, DC 20580, [www.ftc.gov/idtheft/](http://www.ftc.gov/idtheft/), 1-877-ID-THEFT (1-877-438-4338); TTY: 1-866-653-4261. You can also find additional information from the below credit reporting agencies about fraud alerts and security freezes. You may enroll in the Experian service and ask each credit bureau to send you a free credit report after it places a fraud alert on your file. Review your credit reports for accounts and inquiries you don't recognize. These can be signs of identity theft. If your personal information has been misused, visit the FTC's site at [identitytheft.gov/](http://identitytheft.gov/) to report the identity theft and get recovery steps. Even if you do not find any suspicious activity on your initial credit reports, the FTC recommends that you check your credit reports periodically so you can spot problems and address them quickly. In addition, under federal law, you are entitled to one free copy every 12 months of your credit report from each of the three major credit reporting companies. You may obtain a free copy of your credit report by going on the Internet to [AnnualCreditReport.com](http://AnnualCreditReport.com) or by calling 1-877-322-8228.

#### **Fraud Alerts:**

Equifax Information Services LLC P.O. Box 105069 Atlanta, GA 30348 866-349-5191 <a href="https://www.equifax.com/personal/credit-report-services/credit-fraud-alerts">https://www.equifax.com/personal/credit-report-services/credit-fraud-alerts</a>	Experian P.O. Box 9554 Allen, TX 75013 888-397-3742 <a href="https://www.experian.com/ncaonline/fraudalert">https://www.experian.com/ncaonline/fraudalert</a>	TransUnion Fraud Victim Assistance P.O. Box 2000 Chester, PA 19016 888-909-8872 <a href="https://fraud.transunion.com/fa/fraudAlert/landingPage.jsp">https://fraud.transunion.com/fa/fraudAlert/landingPage.jsp</a>
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#### **Your Rights under Massachusetts Law**

Under Massachusetts law, you have the right to obtain any police report filed regarding 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.

**How to Obtain a Security Freeze on Your Credit Report:** We also suggest that you consider contacting one of the major credit bureaus listed below to place a fraud alert or security freeze on your credit reports:

Equifax Security Freeze P.O. Box 105788 Atlanta, GA 30348 800-685-1111 <a href="https://www.equifax.com/personal/credit-report-services/credit-freeze">https://www.equifax.com/personal/credit-report-services/credit-freeze</a>	Experian Security Freeze P.O. Box 9554 Allen, TX 75013 888-397-3742 <a href="https://www.experian.com/freeze/center.html">https://www.experian.com/freeze/center.html</a>	TransUnion LLC P.O. Box 2000 Chester, PA 19016 888-909-8872 <a href="https://freeze.transunion.com/sf/securityFreeze/landingPage.jsp">https://freeze.transunion.com/sf/securityFreeze/landingPage.jsp</a>
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Massachusetts law allows consumers to place a security freeze on their credit reports free of charge. A security freeze prohibits a credit reporting agency from releasing any information from a consumer's credit report without written authorization. However, please be aware that placing a security freeze on your credit report may delay, interfere with, or prevent the timely approval of any requests you make for new loans, credit mortgages, employment, housing, or other services.

To place a security freeze on your credit report, you must call or send a written request via the website or regular, certified, or overnight mail to each of the three major consumer reporting agencies above.

In order to request a security freeze, you will need to provide the following information:

1. Your full name (including middle initial as well as Jr., Sr., II, III, etc.);
2. Social Security Number;
3. Date of birth;
4. If you have moved in the past five (5) years, provide the addresses where you have lived over the prior 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.);
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; and
8. Social Security Card, pay stub, or W2.

The credit reporting agencies have one (1) to three (3) business days after receiving your request to place a security freeze on your credit report. The credit bureaus must also send written confirmation to you within five (5) business days and provide you with a unique personal identification number (PIN) or password, or both that can be used by you to authorize the removal or lifting of the security freeze.

To lift the security freeze in order to allow a specific entity or individual access to your credit report, you must call or send a written request to the credit reporting agencies by mail or through the website and include proper identification (name, address, and social security number) and the PIN number or password provided to you when you placed the security freeze as well as the identities of those entities or individuals you would like to receive your credit report or the specific period of time you want the credit report available. The credit reporting agencies have between one (1) hour for requests online and three (3) business days for requests by mail after receiving your request to lift the security freeze for those identified entities or for the specified period of time.

To remove the security freeze, you must call or send a written request to each of the three credit bureaus by mail or through the website and include proper identification (name, address, and social security number) and the PIN number or password provided to you when you placed the security freeze. The credit bureaus have between one (1) hour for requests online and three (3) business days for requests by mail three (3) business days after receiving your request to remove the security freeze.