



P.O. Box 1907  
Suwanee, GA 30024

To Enroll, Please Call:  
1-833-325-1782  
Or Visit:  
[https://app.idx.us/account-  
creation/protect](https://app.idx.us/account-creation/protect)  
Enrollment Code: <<XXXXXXXXXX>>

<<First Name>> <<Last Name >>  
<<Address 1>>  
<<Address 2>>  
<<City>>, <<State>> <<Zip>>

January 4, 2022

**RE: Important Security Notification. Please read this entire letter.**

Dear <<First Name>> <<Last Name >>:

Bob's Red Mill Natural Foods, Inc. ("Bob's Red Mill") writes to notify you of a recent incident that may have involved your personal information described below.

We take the privacy of information in our care seriously, and while we have no evidence to suggest that any information was misused, in an abundance of caution, we are providing you information about the incident, our response, and steps you can take to protect your information.

#### **What Happened:**

On or around November 28, 2021, Bob's Red Mill experienced a potential cyber security incident on its network. Upon discovery, Bob's Red Mill immediately secured its network and swiftly engaged a team of third-party forensic experts to investigate the incident. After a thorough investigation, Bob's Red Mill determined that this incident may have allowed access to your name in combination with your social security number, dates of birth, driver's license number and/or passport number.

Although the forensic investigation could not rule out the possibility that an unknown actor may have accessed this information, there is no indication whatsoever that any information has been misused at this time, or will be in the future. However, we are providing this notification to you out of an abundance of caution and so that you may diligently monitor your personal information and resources. We take great care in the security of our network systems and regret that this incident has occurred.

#### **What We Are Doing:**

Bob's Red Mill has taken every step necessary to address the incident and is committed to fully protecting all of the information entrusted to us. Unfortunately, network intrusions have become increasingly common and this incident is similar to others experienced by other companies across the country. Upon learning of this incident, we immediately secured our network, and took steps to enhance the security of all information to help prevent similar incidents from occurring in the future. We retained a third-party forensic firm to conduct a thorough investigation and are reviewing our current policies and procedures related to data protection.

**Credit Monitoring:**

As an additional safeguard for your information, we have arranged for you to enroll, at no cost to you, in an online credit monitoring service for 24 months. Due to State and Federal privacy laws, however, we cannot enroll you directly and if you wish to take advantage of this complimentary credit monitoring service, you must enroll yourself.

**What You Can Do:**

In addition to enrolling in the complimentary credit monitoring service detailed within, we recommend that you remain vigilant in regularly reviewing and monitoring all of your account statements and credit history to guard against any unauthorized transactions or activity. If you discover any suspicious or unusual activity on any of your accounts, please promptly change your password and take additional steps to protect your account, and notify your financial institution or company if applicable. Additionally, please report any suspicious incidents to local law enforcement and/or your State Attorney General. We have provided additional information below, which contains more information about steps you can take to protect yourself against fraud and identity theft.

**For More Information:**

Should you have questions or concerns regarding this matter, please do not hesitate to contact us at (971) 233-8799, or write us at 13521 SE Pheasant Court, Milwaukie, OR 97222.

We take the security of information entrusted to our care very seriously. While it is regrettable this potential exposure occurred, please be assured we are taking appropriate actions to rectify the situation and prevent such incidents in the future.

Sincerely,

**John (Trey) Winthrop,  
Chief Executive Officer**

## STEPS YOU CAN TAKE TO PROTECT YOUR INFORMATION

### Enroll in Credit Monitoring / Identity Protection

We are offering identity theft protection services through IDX, the data breach and recovery services expert. IDX identity protection services include: 24 months of credit and CyberScan monitoring, and fully managed id theft recovery services. With this protection, IDX will help you resolve issues if your identity is compromised. Please note the deadline to enroll is April 4, 2022.

**Website and Enrollment.** Go to <https://app.idx.us/account-creation/protect> and follow the instructions for enrollment using your Enrollment Code provided at the top of the letter. You may also enroll over the phone at 1-833-325-1782.

**Activate the credit monitoring** provided as part of your IDX 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, IDX will be able to assist you.

### Monitor Your Accounts

We encourage you to remain vigilant against incidents of identity theft and fraud by reviewing your credit reports/account statements for suspicious activity and to detect errors. Under U.S. law, you are entitled to one free credit report annually from each of the three major credit reporting bureaus, TransUnion, Experian, and Equifax. To order your free credit report, visit [www.annualcreditreport.com](http://www.annualcreditreport.com) or call 1-877-322-8228. Once you receive your credit report, review it for discrepancies and identify any accounts you did not open or inquiries from creditors that you did not authorize. If you have questions or notice incorrect information, contact the credit reporting bureau.

You have the right to place an initial or extended “fraud alert” on a credit file at no cost. An initial fraud alert is a one-year alert that is placed on a consumer’s credit file. Upon seeing a fraud alert, 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 lasting seven years. Should you wish to place a fraud alert, please contact any of the three credit reporting bureaus listed below.

As an alternative to a fraud alert, you 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 your 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 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 credit freeze, you will need to provide the following information:

1. Full name (including middle initial as well as Jr., Sr., III, etc.);
2. Social Security number;
3. Date of birth;
4. Address for the prior two to five years;
5. Proof of current address, such as a current utility or telephone bill;
6. A legible photocopy of a government-issued identification card (e.g., state driver’s license or identification card); 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:

<p><b>TransUnion</b> 1-800-680-7289 <a href="http://www.transunion.com">www.transunion.com</a></p> <p><b>TransUnion Fraud Alert</b> P.O. Box 2000 Chester, PA 19016-2000</p> <p><b>TransUnion Credit Freeze</b> P.O. Box 160 Woodlyn, PA 19094</p>	<p><b>Experian</b> 1-888-397-3742 <a href="http://www.experian.com">www.experian.com</a></p> <p><b>Experian Fraud Alert</b> P.O. Box 9554 Allen, TX 75013</p> <p><b>Experian Credit Freeze</b> P.O. Box 9554 Allen, TX 75013</p>	<p><b>Equifax</b> 1-888-298-0045 <a href="http://www.equifax.com">www.equifax.com</a></p> <p><b>Equifax Fraud Alert</b> P.O. Box 105069 Atlanta, GA 30348-5069</p> <p><b>Equifax Credit Freeze</b> P.O. Box 105788 Atlanta, GA 30348-5788</p>
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### Additional Information

You can further educate yourself regarding identity theft, fraud alerts, credit freezes, and the steps you can take to protect your personal information by contacting the credit reporting bureaus, the Federal Trade Commission (FTC), or your state Attorney General. The FTC also encourages those who discover that their information has been misused to file a complaint with them. The FTC may be reached at 600 Pennsylvania Ave. NW, Washington, D.C. 20580; [www.identitytheft.gov](http://www.identitytheft.gov); 1-877-ID-THEFT (1-877-438-4338); and TTY: 1-866-653-4261.

You have the right to file a police report if you ever experience identity theft or fraud. Please note that in order to file a report with law enforcement for identity theft, you will likely need to provide some proof that you have been a victim. Instances of known or suspected identity theft should also be reported to law enforcement, your state Attorney General, and the FTC. This notice has not been delayed by law enforcement.