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Notice of Data Incident

Dear Team Member:

We're writing to you as a valued current or former Team Member of KIND and Mars, Incorporated to inform you of a cybersecurity incident that affected one of our service providers and possibly your Team Member data. We are providing notice to you about this incident because we care about your privacy. Further information about the incident and credit monitoring services is forthcoming in a letter to be mailed to you from the service provider, Fiondella, Milone & LaSaracina LLP ("FML"), a sample of which is attached.

What Happened?	FML is a certified public accounting firm that provides tax and audit services to KIND. FML's systems, including its systems holding KIND Team Member data, were subject to an incident.
What Information Was Involved?	At this time, we know that FML's affected systems included personal information such as Team Member names and social security numbers. FML's systems have since been restored.
What are We Doing?	Protecting the privacy and security of your data is of critical importance to KIND. KIND has been actively working to investigate whether KIND information was actually compromised and has received further information about FML's full investigation of the incident, which was conducted with the support of cybersecurity and privacy experts. FML has put in place additional security controls to protect against future attacks and further incidents. Though there is no confirmation that your personal information was taken, KIND is informing you of this incident because we respect your privacy.
What You Can Do.	<p>As a precautionary measure, we encourage you to remain alert to monitor for misuse of your personal information. It is always good practice to monitor your account statements and credit reports to guard against fraud and identity theft.</p> <p>The forthcoming notice letter from FML contains information and instructions for credit monitoring services at no cost to you. It also contains information on contacting credit reporting agencies, placing a credit freeze, placing a fraud alert, contacting the Federal Trade Commission, and more steps you can take to protect your personal information.</p>
For More Information	For more information, please carefully review the sample letter from FML attached. If you have additional questions or concerns, FML has established a dedicated

	assistance call center line at 855-604-1655, which is available Monday through Friday, from 9:00 a.m. to 9:00 p.m. Eastern Time. You may also contact privacy@kindsnacks.com .
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Sincerely,



Laura J. Protzmann

DRAFT

SAMPLE NOTICE LETTER FROM FML



<<Return Mail Address>>

<<Name 1>> <<Name 2>>

<<Address 1>>

<<Address 2>>

<<City>>, <<State>> <<Zip>>

<<Country>>

<<Date>>

RE: Notice of Data Incident

Dear <<Name 1>> <<Name 2>>:

Fiondella, Milone & LaSaracina LLP (“FML”) is writing to make you aware of a recent incident that may impact some of your personal information. FML is a Certified Public Accounting firm that provides tax and audit services. We have your information because we provided tax, audit or accounting services to you individually or a company with which you may be associated. This notice provides you with information on steps you may take to help protect your personal information, should you feel it is appropriate to do so. While the review of this incident is ongoing, based on our investigation to date, we determined that your information may have been affected by this incident. The data includes your name and Social Security number.

Information security is one of FML’s highest priorities, and we have security measures in place to protect information in our care. We responded promptly when we discovered this incident and commence a comprehensive investigation. We are reviewing and enhancing existing policies and procedures and implementing additional safeguards to further secure the information in the future. We reported this incident to federal law enforcement and are also notifying relevant regulatory authorities.

As an added precaution, FML is offering you access to 24 months of credit monitoring and identity theft protection services at no cost to you. You will find information on how to enroll in these services in the enclosed “*Steps You Can Take To Help Protect Your Information.*” We encourage you to enroll your minor in these services as we are not able to do so on your behalf. Please also review the information contained in the attached “*Steps You Can Take To Help Protect Information*” for further steps you may take to help protect against potential misuse of personal information.

We understand that you may have questions about this incident that are not addressed in this notice. If you have additional questions or concerns, please call our dedicated assistance line at 855-604-1655, which is available Monday through Friday, from 9:00 a.m. to 9:00 p.m. Eastern Time. You may also write to FML at 300 Winding Brook Drive, Glastonbury, CT 06033. Please know we take this incident very seriously and sincerely regret any inconvenience or concern it may cause you or your minor.

Sincerely,

STEPS YOU CAN TAKE TO HELP PROTECT YOUR INFORMATION

Enroll in Credit Monitoring Services

To help protect your identity, we are offering complimentary access to Experian IdentityWorksSM for 24 months.

If you believe there was fraudulent use of your information 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 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.

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 24-month 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** [Enrollment End Date] (Your code will not work after this date.)
- **Visit** the Experian IdentityWorks website to enroll: [Enrollment URL]
- Provide your **activation code**: [Activation Code]

If you have questions about the product, need assistance with Identity Restoration or would like an alternative to enrolling in Experian IdentityWorks online, please contact Experian's customer care team at (888) 994-0283 by [Enrollment End Date]. Be prepared to provide engagement number [DB#####] as proof of eligibility for the Identity Restoration services by Experian.

ADDITIONAL DETAILS REGARDING YOUR 24-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.*
- **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™:** You receive the same high-level of Identity Restoration support even after your Experian IdentityWorks membership has expired.
- **\$1 Million Identity Theft Insurance**:** Provides coverage for certain costs and unauthorized electronic fund transfers.

Monitor Your Accounts

We encourage you to remain vigilant against incidents of identity theft and fraud by reviewing your account statements and monitoring your free credit reports for suspicious activity and to detect errors. 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, 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 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
888-298-0045	1-888-397-3742	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

Additional Information

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 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, 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.identitytheft.gov, 1-877-ID-THEFT (1-877-438-4338); TTY: 1-866-653-4261. The Federal Trade Commission also encourages those who discover that their information has been misused to file a complaint with them. You can obtain further information on how to file such a complaint by way of the contact information listed above. 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 and your state Attorney General. This notice has not been delayed by law enforcement.