



NOTICE OF DATA SECURITY INCIDENT

[date]

[Name]

[address]

[address]

Dear [FName]:

Tate's Wholesale, LLC ("Tate's") is writing to you to notify you of a recent incident that may have resulted in unauthorized access to your personal information. This letter is to inform you of the actions that Tate's has taken to help guard against the misuse of your data and to provide you with information about how you can monitor and secure your accounts.

What Happened?

Between November 24, 2021 and December 6, 2021, an unauthorized third party gained access to email accounts of certain Tate's personnel. This third party had unauthorized access to files contained in those email accounts. Your personal information was contained in at least one of the files the third party could have accessed.

What Information Was Involved?

The files that may have been exposed to the third party through the compromised email accounts included the following types of data: [list data elements here]. Our investigation is still ongoing, but to date we have not found evidence that the third party acquired your personal information; however, we are providing this notice out of an abundance of caution.

What Are We Doing?

Because Tate's takes the security of your personal information seriously, upon discovery of the incident, we promptly took steps to enhance the security of our systems. Additionally, we took steps to ensure that all employees, whether their email accounts had been affected or not, changed their passwords.

What You Can Do?

We have arranged for you to enroll, at no cost to you, in an online three-bureau credit monitoring service for two years provided by Experian. Experian will help detect possible misuse of your personal information and provide you with identity protection services focused on immediate identification and resolution of identity theft. To enroll in this service, please follow the steps below:

- Ensure you **enroll by:** [DATE] (Your code will not work after this date)
- **Visit** the Experian IdentityWorksSM website to enroll: <https://www.experianidworks.com/3bplus>

- Provide your **activation code:** []

If you have questions about the product, need assistance with identity restoration or would like an alternative to enrolling in Experian IdentityWorksSM online, please contact Experian's customer care team at **877-890-9332** by **[DATE]**. Be prepared to provide engagement number **XXXXXX** as proof of eligibility for the identity restoration services by Experian.

Here are some additional details regarding your 24-month Experian IdentityWorksSM Membership:

A credit card is **not** required for enrollment in Experian IdentityWorksSM.

You can contact Experian **immediately** regarding any fraud issues, and have access to the following features once you enroll in Experian IdentityWorksSM:

- **Experian credit report at signup:** See what information is associated with your credit file. Daily credit reports are available for online members only. Offline members will be eligible to call for additional reports quarterly after enrolling.
- **Credit Monitoring:** Actively monitors Experian, Equifax and TransUnion files for indicators of fraud.
- **Internet Surveillance:** Technology searches the web, chat rooms & bulletin boards 24/7 to identify trading or selling of your personal information on the Dark Web.
- **Identity Restoration:** Identity Restoration specialists are immediately available to help you address credit and non-credit related fraud.
- **Experian IdentityWorks ExtendCARETM:** You receive the same high-level of Identity Restoration support even after your Experian IdentityWorksSM membership has expired.
- **Up to \$1 Million Identity Theft Insurance¹:** Provides coverage for certain costs and unauthorized electronic fund transfers.

We recommend you remain vigilant for incidents of fraud and identity theft by reviewing your credit card account statements and monitoring your credit report for unauthorized activities. Finally, please review the enclosed attachment called *Preventing Identity Theft and Fraud* for more information on ways to protect against the potential misuse of your information.

For More Information

If you have any questions, please feel free to contact Glenn Album, our Tate's HR representative who is prepared to answer any questions you may have. He can be reached at 201-704-7618, or by email at Glenn@Tatesbakeshop.com, or by writing to the address contained in the letterhead.

Very truly yours,

Glenn Album
V.P. Human Resources
Tate's Wholesale, LLC

¹ 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.

PREVENTING IDENTITY THEFT AND FRAUD

We encourage you to remain vigilant against incidents of identity theft and fraud, to review your account statements, and to monitor your credit reports for suspicious activity. Immediately report any suspicious activity to your bank or credit union. If you do find suspicious activity on your credit reports or other statements, call your local police or sheriff's office or state Attorney General and file a report of identity theft. You have a right to a copy of the police report, and you may need to give copies of the police report to creditors to clear up your records and also to access some services that are free to identity theft victims.

Under the U.S. Fair Credit Reporting Act and other laws, you have certain rights that can help protect yourself from identity theft. Many of these are explained in this document and at [www.identitytheft.gov/ Know-Your-Rights](http://www.identitytheft.gov/Know-Your-Rights). For example, you are entitled to one free credit report annually from each of the three major credit reporting bureaus. To order your free credit report, visit www.annualcreditreport.com or call toll-free, 1-877-322-8228. You may also contact the three major credit bureaus directly to request a free copy of your credit report.

At no charge, you can have these credit bureaus place a short-term or an extended "fraud alert" on your file that alerts creditors to take additional steps to verify your identity prior to granting credit in your name. Note, however, that because it tells creditors to follow certain procedures to protect you, it may also delay your ability to obtain credit while the agency verifies your identity. As soon as one credit bureau confirms your fraud alert, the others are notified to place fraud alerts on your file. Should you wish to place a fraud alert, or should you have any questions regarding your credit report, please contact any one of the agencies listed below.

General contact information for each agency:

Equifax

P.O. Box 105069

Atlanta, GA 30348-5069

(800) 525-6285

www.equifax.com

Experian

P.O. Box 9554

Allen, TX 75013

888-397-3742

www.experian.com

TransUnion

P.O. Box 2000

Chester, PA 19016-2000

800-680-7289

www.transunion.com

To add a fraud alert:

Equifax (888) 202-4025, Option 6 or <https://www.equifax.com/personal/credit-report-services/credit-fraud-alerts/>

Experian (714) 830-7000, Option 2 or <https://www.experian.com/fraud/center.html>

TransUnion (800) 916-8800, Option 0 or <https://www.transunion.com/fraud-alerts>

You may also place a security freeze on your credit reports, free of charge. A security freeze, also known as a "credit freeze," prohibits a credit bureau from releasing any information from a consumer's credit report without the consumer's written authorization. However, please be advised 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. But unlike a fraud alert, you must separately place a security freeze on your credit file at **each** bureau. You can use the following addresses and contact information to place a security freeze with each major credit bureau:

Equifax Security Freeze. 1-800-685-1111. P.O. Box 1057881, Atlanta, GA 30348-0241.
www.equifax.com/personal/credit-report-services/credit-freeze/;

Experian Security Freeze. 1-888-EXPERIAN or 1-888-397-3742. P.O. Box 9554, Allen, TX 75013.
www.experian.com/freeze/center.html; or

TransUnion. 1-800-680-7289. Fraud Victim Assistance Division, P.O. Box 2000, Chester, PA 19022-2000.
www.transunion.com/credit-freeze

The Federal Trade Commission also provides additional information about credit freezes here:
<https://www.consumer.ftc.gov/articles/0497-credit-freeze-faqs>.

In order to request a security freeze, you may need to supply your full name (including middle initial, as well as Jr., Sr., II, III, etc.), date of birth, Social Security number, all addresses for up to five previous years, email address, a copy of your state identification card or driver's license, and a copy of a utility bill, bank or insurance statement, or other statement to show proof of your current address. If you are a victim of identity theft, include a copy of the police report, investigative report, or complaint to a law enforcement agency concerning your identity theft.

The credit reporting agencies must place a security freeze on your credit report within one (1) business day after receiving a request by phone or secure electronic means, and within (3) business days after receiving your request by mail. The credit bureaus must then send written confirmation to you within five (5) business days of placing the security freeze, along with information about how to remove or lift the security freeze in the future.

You can further educate yourself regarding identity theft, fraud alerts, freezes, and the steps you can take to protect yourself by contacting the Federal Trade Commission or your state Attorney General. The Federal Trade Commission encourages those who discover their information has been misused to file a complaint with them. Instances of known or suspected identity theft should be reported to law enforcement or your state Attorney General as well.

The Federal Trade Commission can be reached at:

Federal Trade Commission
Consumer Resource Center
600 Pennsylvania Avenue NW
Washington, DC 20580
1-877-ID-THEFT (1-877-438-4338)
TTY: 1-866-653-4261
www.identitytheft.gov or www.ftc.gov

OTHER IMPORTANT INFORMATION

You may also file a report with your local police or the police in the community where the identity theft took place. Further, you are entitled to request a copy of the police report filed in this matter.

For California residents: You can visit the California Office of Privacy Protection (www.oag.ca.gov/privacy) for additional information on protection against identity theft.

For New Jersey residents: You may obtain one or more additional copies of your credit report, free of charge. You must contact each of the credit bureaus directly to obtain such additional report(s).



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[date]

[Name]

[address]

[address]

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What Happened?

Between November 24, 2021 and December 6, 2021, Tate's experienced a data security incident that involved files containing personal information. Your personal information was contained in at least one of these files.

What Information Was Involved?

The affected files included the following types of data: [list data elements here]. Our investigation is still ongoing, but to date we have not found evidence that your personal information left our systems; however, we are providing this notice out of an abundance of caution.

What Are We Doing?

Because Tate's takes the security of your personal information seriously, upon discovery of the incident, we promptly took steps to secure our systems. Additionally, we reemphasized the importance of data security to all employees.

What You Can Do?

We have arranged for you to enroll, at no cost to you, in an online three-bureau credit monitoring service for two years provided by Experian. Experian will help detect possible misuse of your personal information and provide you with identity protection services focused on immediate identification and resolution of identity theft. To enroll in this service, please follow the steps below:

- Ensure you **enroll by:** [DATE] (Your code will not work after this date)
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For More Information

If you have any questions, please feel free to contact Glenn Album, our Tate's HR representative who is prepared to answer any questions you may have. He can be reached at 201-704-7618, or by email at Glenn@Tatesbakeshop.com, or by writing to the address contained in the letterhead.

Very truly yours,

Glenn Album
V.P. Human Resources
Tate's Wholesale, LLC

¹ 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.

PREVENTING IDENTITY THEFT AND FRAUD

We encourage you to remain vigilant against incidents of identity theft and fraud, to review your account statements, and to monitor your credit reports for suspicious activity. Immediately report any suspicious activity to your bank or credit union. If you do find suspicious activity on your credit reports or other statements, call your local police or sheriff's office or state Attorney General and file a report of identity theft. You have a right to a copy of the police report, and you may need to give copies of the police report to creditors to clear up your records and also to access some services that are free to identity theft victims.

Under the U.S. Fair Credit Reporting Act and other laws, you have certain rights that can help protect yourself from identity theft. Many of these are explained in this document and at www.identitytheft.gov/ Know-Your-Rights. For example, you are entitled to one free credit report annually from each of the three major credit reporting bureaus. To order your free credit report, visit www.annualcreditreport.com or call toll-free, 1-877-322-8228. You may also contact the three major credit bureaus directly to request a free copy of your credit report.

At no charge, you can have these credit bureaus place a short-term or an extended "fraud alert" on your file that alerts creditors to take additional steps to verify your identity prior to granting credit in your name. Note, however, that because it tells creditors to follow certain procedures to protect you, it may also delay your ability to obtain credit while the agency verifies your identity. As soon as one credit bureau confirms your fraud alert, the others are notified to place fraud alerts on your file. Should you wish to place a fraud alert, or should you have any questions regarding your credit report, please contact any one of the agencies listed below.

General contact information for each agency:

Equifax	Experian	TransUnion
P.O. Box 105069	P.O. Box 9554	P.O. Box 2000
Atlanta, GA 30348-5069	Allen, TX 75013	Chester, PA 19016-2000
(800) 525-6285	888-397-3742	800-680-7289
www.equifax.com	www.experian.com	www.transunion.com

To add a fraud alert:

Equifax (888) 202-4025, Option 6 or <https://www.equifax.com/personal/credit-report-services/credit-fraud-alerts/>

Experian (714) 830-7000, Option 2 or <https://www.experian.com/fraud/center.html>

TransUnion (800) 916-8800, Option 0 or <https://www.transunion.com/fraud-alerts>

You may also place a security freeze on your credit reports, free of charge. A security freeze, also known as a "credit freeze," prohibits a credit bureau from releasing any information from a consumer's credit report without the consumer's written authorization. However, please be advised 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. But unlike a fraud alert, you must separately place a security freeze on your credit file at **each** bureau. You can use the following addresses and contact information to place a security freeze with each major credit bureau:

Equifax Security Freeze. 1-800-685-1111. P.O. Box 1057881, Atlanta, GA 30348-0241.
www.equifax.com/personal/credit-report-services/credit-freeze/;

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The Federal Trade Commission also provides additional information about credit freezes here:
<https://www.consumer.ftc.gov/articles/0497-credit-freeze-faqs>.

In order to request a security freeze, you may need to supply your full name (including middle initial, as well as Jr., Sr., II, III, etc.), date of birth, Social Security number, all addresses for up to five previous years, email address, a copy of your state identification card or driver's license, and a copy of a utility bill, bank or insurance statement, or other statement to show proof of your current address. If you are a victim of identity theft, include a copy of the police report, investigative report, or complaint to a law enforcement agency concerning your identity theft.

The credit reporting agencies must place a security freeze on your credit report within one (1) business day after receiving a request by phone or secure electronic means, and within (3) business days after receiving your request by mail. The credit bureaus must then send written confirmation to you within five (5) business days of placing the security freeze, along with information about how to remove or lift the security freeze in the future.

You can further educate yourself regarding identity theft, fraud alerts, freezes, and the steps you can take to protect yourself by contacting the Federal Trade Commission or your state Attorney General. The Federal Trade Commission encourages those who discover their information has been misused to file a complaint with them. Instances of known or suspected identity theft should be reported to law enforcement or your state Attorney General as well.

The Federal Trade Commission can be reached at:

Federal Trade Commission
Consumer Resource Center
600 Pennsylvania Avenue NW
Washington, DC 20580
1-877-ID-THEFT (1-877-438-4338)
TTY: 1-866-653-4261
www.identitytheft.gov or www.ftc.gov

OTHER IMPORTANT INFORMATION

You may also file a report with your local police or the police in the community where the identity theft took place. Further, you are entitled to request a copy of the police report filed in this matter.

For Massachusetts residents: You may obtain one or more additional copies of your credit report, free of charge. You must contact each of the credit bureaus directly to obtain such additional report(s).