



<<Return Mail Address>>

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

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

April 6, 2022

## NOTICE OF DATA SECURITY INCIDENT

Dear <<Name>>:

Prio Wealth LP (“Prio,” “we,” “our,” or “us”) values and respects the privacy of your information, which is why we are writing to advise you of a recent data security incident that may have involved some of your personal information. This letter provides some additional information about the incident and steps you can take to protect your personal information.

**What Happened?** On March 17, 2022, we were initially notified by our third-party vendor (“vendor”) of a data security breach affecting its internal system. Specifically, the vendor had discovered unauthorized access to a server that hosted certain customer data. The vendor engaged an outside cybersecurity firm to conduct a forensic review, which confirmed unauthorized acquisition of certain data on March 5, 2022. We worked closely with the vendor to confirm the content of the data, including whether the data contained any individuals’ personal information.

**What Information Was Involved?** Following a thorough investigation, on March 28, 2022, we determined that the personal information involved in this incident was limited to your custodial account name and number.

**What We Are Doing.** We take this event and the security of personal information very seriously. Upon becoming aware of the activity, we immediately worked with the vendor to secure the data and security of its internal system. We are currently reviewing the vendor’s security policies and procedures. We are also working with your account custodian to implement any further protections necessary.

**What You Can Do.** We encourage you to remain vigilant against incidents of identity theft and fraud, to review your account statements, explanation of benefits, and credit reports for suspicious activity. Please also review the information contained in the attached *Steps You Can Take to Help Protect Personal Information*.

**Other Important Information.** For further information, please call **XXX-XXX-XXXX**.

Sincerely,

Prio Wealth LP

## STEPS YOU CAN TAKE TO HELP PROTECT PERSONAL INFORMATION

### **Monitor Your Accounts**

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](http://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 one-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:

<b>Equifax</b>	<b>Experian</b>	<b>TransUnion</b>
<a href="https://www.equifax.com/personal/credit-report-services/">https://www.equifax.com/personal/credit-report-services/</a>	<a href="https://www.experian.com/help/">https://www.experian.com/help/</a>	<a href="https://www.transunion.com/credit-help">https://www.transunion.com/credit-help</a>
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**

You may further educate yourself regarding identity theft, fraud alerts, credit freezes, and the steps you can take to protect your personal information by contacting the consumer reporting bureaus, the Federal Trade Commission, or your state Attorney General. The Federal Trade Commission may be reached at: 600 Pennsylvania Avenue NW, Washington, DC 20580; [www.identitytheft.gov](http://www.identitytheft.gov); 1-877-ID-THEFT (1-877-438-4338); and 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 a law enforcement investigation.

**New York Residents:** You may contact the New York Office of the Attorney General at: The Capitol, Albany, NY 12224-0341, <https://ag.ny.gov/>, and/or 1-800-771-7755, and the New York Department of State Division of Consumer Protection at: 99 Washington Avenue, Albany, New York, 12231-0001, <https://dos.ny.gov/consumer-protection>, 1-800-697-1220.