



[DATE]

<Name>
 <Address Line 1>
 <Address Line 2>
 <City>, <State> <Zip Code>

Subject: Notice of data-security incident. Please read this entire letter.

Dear <Name>,

We are writing to notify you about a data-security incident that may have affected the credit card (or other payment card) you used when making a purchase on our website, BobsRedMill.com (<https://www.bobsredmill.com/>), between February 23 and March 1, 2022.

This letter contains important information about your rights and steps you should take to reduce the risk that any fraudulent transactions are completed with your card. Massachusetts law prohibits us from providing you with information regarding the nature of the breach of security in this notice, but we provide our contact information below: please contact us if you would like more information.

The privacy and security of our customers' information is important to us, and we apologize for the concern and inconvenience this incident may cause you.

What information was involved?

If you made a purchase on our website between February 23 and March 1, 2022, the following information may have been compromised: payment-card number, expiration date, CVV number, billing address and shipping address, including name and street address, e-mail address, phone number, and purchase amount.

There is no indication that Social Security numbers, driver's license numbers or other government-issued ID numbers, dates of birth, or other sensitive personal information or online account credentials have been compromised. As a result, we believe this incident presents a low risk of identity theft.

Bob's Red Mill Natural Foods, Inc.
 13521 SE Pheasant Court, Milwaukie, OR 97222
 PHONE: (503) 654-3215 • (800) 349-2173 • FAX: (503) 653-1339 • [bobsredmill.com](https://www.bobsredmill.com)

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Massachusetts Office of the Attorney General
Office of Consumer Affairs and Business Regulation
April 15, 2022
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Bob's Red Mill has not reported this incident to law enforcement; this letter is therefore not delayed because of a law-enforcement investigation.

If you have any questions, please contact me at (971)347-1410 or brian.sniffen@wildwoodlaw.com.

Best regards,

A handwritten signature in black ink, appearing to read "B. Sniffen". The signature is written in a cursive style with a large initial "B" and a long horizontal stroke extending to the right.

Brian T. Sniffen

Enclosure

Your rights

Credit reports.

Each year, you may obtain one free credit report online at www.annualcreditreport.com, by calling toll-free 877-322-8228, or by mailing an Annual Credit Report Request Form (available at www.annualcreditreport.com) to:

Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA, 30348-5281.

You may purchase additional credit reports by contacting one of the following credit-reporting agencies:

Equifax: P.O. Box 740241, Atlanta, Georgia 30374-0241, 800-685-1111, www.equifax.com

Experian: P.O. Box 9532, Allen, TX 75013, 888-397-3742, www.experian.com

TransUnion: P.O. Box 1000, Chester, PA 19022, 800-888-4213, www.transunion.com

You may also obtain information from these sources about fraud alerts and credit freezes.

Police report.

You have the right to file a police report if you ever experience identity theft or fraud. If you file a police report, or if a police report is filed regarding this incident, you have a right to obtain a copy of that report.

Fraud alerts.

There are two types of fraud alerts that you can place on your credit report to put your creditors on notice that you may be a victim of fraud: an initial alert and an extended alert. You may ask that an initial fraud alert be placed on your credit report if you suspect you have been, or are about to be, a victim of identity theft. An initial fraud alert stays on your credit report for at least 90 days. You may have an extended alert placed on your credit report if you have already been a victim of identity theft with the appropriate documentary proof. An extended fraud alert stays on your credit report for seven years. You can place a fraud alert on your credit report by calling any of the credit reporting-agencies listed above. There is no charge for a fraud alert.

Credit freezes.

You also have the right to place a credit freeze, also known as a security freeze, on your credit file, so that no new credit can be opened in your name without the use of a PIN number that is issued to you when you initiate a freeze. Credit freezes are designed to prevent potential credit grantors from accessing your credit report without your consent. There is no charge for a credit freeze (or for temporarily lifting or permanently removing the freeze).

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If you place a credit freeze, potential creditors and other third parties will not be able to access your credit report unless you temporarily lift the freeze. Using a credit freeze may therefore delay your ability to obtain credit. Unlike a fraud alert, you must separately place a credit freeze on your credit file at each credit-reporting agency. Thus, to request a credit freeze, please contact each of the major credit-reporting agencies.

At a minimum, you should be prepared to provide the following information in connection with your credit-freeze request:

1. Your full name (including middle initial as well as Jr., Sr., II, III, etc.), Social Security number, and date of birth;
2. If you have moved in the past five years, the addresses where you have lived over the previous five years;
3. Proof of current address, such as a current utility bill, telephone bill, rental agreement, or deed;
4. A legible photocopy of a government-issued ID card;
5. Social Security card, pay stub, or Form W-2; and
6. If you are a victim of identity theft, a copy of the police report, investigative report, or complaint to a law-enforcement agency concerning the theft.

You can obtain more information about fraud alerts and credit freezes by visiting the Federal Trade Commission's ("FTC") website at <https://consumer.ftc.gov/articles/what-know-about-credit-freezes-fraud-alerts>, or by contacting one of the credit-reporting agencies listed above. More information is also available at the following Massachusetts website: <https://www.mass.gov/how-to/request-a-credit-report-security-freeze>.

Other steps you can take

Monitor your payment-card accounts and report any unauthorized transactions or other suspicious activity.

You should be vigilant and regularly review and monitor your payment-card account statements and promptly report any suspicious activity to the applicable card brand or card issuer.

Monitor your credit reports.

As with your payment-card account statements, you should regularly review your credit reports and report any suspicious activity or inaccurate information to the applicable credit-reporting agency and the company that furnished the suspicious or inaccurate information.

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Report any suspicion of identity theft to regulators.

If you ever suspect that you are the victim of identity theft, please report that to the proper law-enforcement authorities, including local law enforcement, the Massachusetts attorney general, and/or the FTC. You may contact the FTC or your state's regulatory authority to obtain additional information regarding avoiding identity theft.

Federal Trade Commission, Consumer Response Center: 600 Pennsylvania Avenue, NW,
Washington, DC 20580, 877-IDTHEFT (438-4338), www.ftc.gov/idtheft

Massachusetts Attorney General's Consumer Advocacy and Response Division, 617-727-8400,
<https://www.mass.gov/service-details/report-identity-theft>

Be aware.

We will never contact you by phone or e-mail to ask for payment-card information or other sensitive personal information. If you ever receive a call, e-mail, or text message purporting to be from Bob's Red Mill and asking for such information, it is likely a scam. If you are ever in doubt, please call us at the number listed below to confirm the legitimacy of the call, e-mail, or text message.

For more information

If you have any questions or would like more information about this incident, please contact us at 971-233-8799, Monday – Friday, from 9:00a.m. – 4:00p.m. Pacific Time.

We appreciate your business and trust, and sincerely apologize for this incident and the inconvenience or concern it may cause.

Sincerely,

Bill Lozier
Chief Operating Officer

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