



Return Mail Processing  
PO Box 589  
Claysburg, PA 16625-0589

May 23, 2022

H9145-L02-0000002 T00001 P001 \*\*\*\*\*SCH 5-DIGIT 12345



SAMPLE A SAMPLE - L02  
APT ABC  
123 ANY STREET  
ANYTOWN, ST 12345-6789



### Important Security Notification

Dear Sample A. Sample,

A.D. Starr recently became aware of a vendor's security incident that potentially impacted credit card information submitted to our adstarr.com website. This incident is strictly limited to A.D. Starr's website and did not impact any business affiliate or parent of A.D. Starr. We are reaching out to provide notice of this incident and how we are responding, as well as offer free credit monitoring and steps that you can take to protect your information.

**What Information Was Impacted?** Payment card information submitted on adstarr.com between September 18, 2020 and February 3, 2022 may have been acquired by an unauthorized party, specifically, cardholder name, payment card number, card verification code and expiration date. The vendor found no evidence that other personal information was impacted.

**What Are We Doing?** The vendor reported the incident to major card brands (VISA, MasterCard, etc.) so they can be on heightened alert for potential fraud on impacted cards. The investigation by the vendor's outside data security experts is still ongoing, in coordination with the card brands. The vendor also reported the incident to federal law enforcement authorities. The payment processing functions of the A.D. Starr website have been subject to a thorough security review to ensure the malicious software was removed, and operations have resumed without issue. A.D. Starr is actively engaged with the vendor as the investigation comes to a close to make sure all findings are reviewed and any necessary additional security safeguards are implemented for the payment processing functions of the website.

**What Can You Do?** We encourage you to remain vigilant by reviewing your account statements and contacting your financial institution or card issuer immediately if you believe there is an unauthorized charge on your card. Card brand policies generally provide that cardholders have zero liability for unauthorized charges that are reported in a timely manner. The following sections provide additional steps you can take to protect your personal information.

**Free Credit Monitoring Offer.** To help protect your identity, we are offering a complimentary one-year membership of Experian's® IdentityWorks<sup>SM</sup>, including both identity detection services and assistance in the event of identity theft. To activate your membership and start monitoring your personal information, please follow the steps below:

- Ensure that you enroll by: **August 31, 2022** (Your code will not work after this date.)
- Visit the Experian IdentityWorks website to enroll: <https://www.experianidworks.com/credit>
- Provide your activation code: **ABCDEFGHI**

0000002



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 **(833) 637-2105** by **August 31, 2022**. Be prepared to provide engagement number **B053539** as proof of eligibility for the identity restoration services by Experian.

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.<sup>1</sup>
- Credit Monitoring: Actively monitors Experian file for indicators of fraud.
- Identity Restoration: Identity Restoration agents 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.<sup>2</sup>
- Up to \$1 Million Identity Theft Insurance<sup>3</sup>: Provides coverage for certain costs and unauthorized electronic fund transfers.

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 at (833) 637-2105. 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 (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). Identity Restoration support is available to you for one year 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](http://www.ExperianIDWorks.com/restoration). You will also find self-help tips and information about identity protection at this site.

**Additional resources for protecting your personal information.** (1) *Getting a credit report.* Under U.S. law, individuals over the age of 18 are entitled to one free credit report annually from each of the three major credit bureaus. To order a free credit report, visit [www.annualcreditreport.com](http://www.annualcreditreport.com) or call, toll-free, 1-877-322-8228. You may also contact the credit bureaus directly to request a free copy of their credit report.

(2) *Placing a fraud alert.* If you believe you are at risk of identity theft, you can have the credit bureaus place a “fraud alert” on your credit file that alerts creditors to take additional steps prior to granting credit in your name. Note, however, that this may delay your ability to obtain credit while the agency verifies your identity. As soon as one credit bureau confirms the fraud alert, the others are notified to place fraud alerts as well. To place a fraud alert or inquire about your credit report, you can contact the credit reporting agencies using the information below:

Equifax  
P.O. Box 105069  
Atlanta, GA 30348  
800-525-6285  
[www.equifax.com](http://www.equifax.com)

Experian  
P.O. Box 2002  
Allen, TX 75013  
888-397-3742  
[www.experian.com](http://www.experian.com)

TransUnion  
P.O. Box 2000  
Chester, PA 19022  
800-680-7289  
[www.transunion.com](http://www.transunion.com)

<sup>1</sup> Offline members will be eligible to call for additional reports quarterly after enrolling.

<sup>2</sup> Even after the 1-year monitoring services expire, enrollees may still contact Experian to receive Identity Restoration assistance.

<sup>3</sup> Identity Theft Insurance is underwritten and administered by American Bankers Insurance Company of Florida, an Assurant company. Please refer to actual policies for terms, conditions, and exclusions of coverage. Coverage may not be available in all jurisdictions.

(3) *Placing a security freeze.* You can also place a “security freeze” on your credit reports. This prohibits a credit reporting agency from releasing information from your credit report without your authorization. Please be aware that placing a security freeze on your credit report may delay, interfere with, or prevent the timely approval of any requests they make for new loans, credit mortgages, employment, housing, or other services. You cannot be charged to place or lift a security freeze on your credit report. A security freeze needs to be separately requested with each of the credit bureaus, and you may need to supply certain personal information in order to confirm your identify when making the request. To find out more about security freezes, you can contact the credit reporting agencies using the information below:

Equifax  
PO Box 105788  
Atlanta, GA 30348-5788  
1-800-685-1111  
[www.equifax.com/personal/  
credit-report-services](http://www.equifax.com/personal/credit-report-services)

Experian  
PO Box 9554  
Allen, TX 75013  
1-888-397-3742  
[www.experian.com/  
freeze/center.html](http://www.experian.com/freeze/center.html)

TransUnion  
P.O. Box 2000  
Chester, PA 19016  
1-888-909-8872  
[www.transunion.com/  
credit-freeze](http://www.transunion.com/credit-freeze)

(4) *Learning more about identify theft.* You can learn more about identity theft, fraud alerts, and steps you can take to protect yourself by contacting the Federal Trade Commission (FTC) or state Attorney General. The FTC can be reached at: 600 Pennsylvania Avenue NW, Washington, D.C. 20580, [www.ftc.gov/idtheft/](http://www.ftc.gov/idtheft/), 1-877-ID-THEFT (1-877-438-4338); TTY: 1-866-653-4261. The FTC also encourages those who discover that their information has been misused to file a complaint with them, and you can do so at [www.identifytheft.gov](http://www.identifytheft.gov). Identity theft should also be reported to your local law enforcement.

(5) *State-specific information.* You have the right to obtain a police report and request a free security freeze as further described above. The consumer reporting agencies may require that you provide certain personal information (such as your name, Social Security number, date of birth, and address) and proper identification (such as a copy of a government-issued ID card and a bill or statement) prior to honoring your request to place a security freeze on your account. A.D. Starr is a Dick's Sporting Goods, Inc. business.

\* \* \*

We sincerely apologize for this incident and regret any inconvenience it may cause you. If you have questions, please contact the Experian customer care team at (833) 637-2105 toll-free Monday through Friday from 8 am – 10 pm Central, or Saturday and Sunday from 10 am – 7 pm Central (excluding major U.S. holidays). Be prepared to provide your engagement number B053539.

A.D. Starr  
4300 McClaren Woods Drive  
Coraopolis, PA 15108

