

September 19, 2022

Letter Code: <<Code>>

<< Name>>

<<Address>>

<<Address>>

Notice of Data Breach

Dear << >>,

At Personally Delivered, LLC., we value and respect the privacy and security of your personal information. As a precautionary measure, we are writing to let you know of a security incident that involved some of the information we use to process orders, including information potentially related to you. We take this matter very seriously and as such, we are providing this notice, to inform you of the incident, and to explain the steps that you can take to further protect your information.

What Happened

We recently were informed that our vendor, Freestyle Solutions, Inc. (Freestyle Solutions), a software company that provides the hosting and payment processing functionality for our website, had a security issue. In early February 2022, Freestyle Solutions detected unauthorized software on their web servers that host and manage their customers' data. Upon discovery of the incident, Freestyle Solutions commenced a comprehensive investigation to identify the affected servers and remove the software. The vendor engaged an external forensic security firm to help identify the full extent of the incident, the information involved, and assist with remediation efforts. Freestyle Solutions also reported the matter to federal law enforcement authorities and has been coordinating with the payment card companies in an effort to help protect affected cardholders.

What Information was Involved

Based on the investigation, the vendor identified that payment card information for individuals who used a card on our website between September 2019 and June 2021 may have been acquired by the unauthorized party. It was determined that the unauthorized software was designed to potentially capture information entered into the checkout page, which could include first and last name, payment card number, expiration date, security code, billing address, gift certificate number (if applicable), and transaction details (such as product type, price and quantity).

What We are Doing

We take this matter very seriously and apologize that this situation has occurred. To help further protect your personal and financial information, we have included information on the various steps you can take to protect your identity. As an added precaution, we are offering you 12 months of free credit monitoring services with our vendor, IDX, to help protect your identity. We strongly encourage you to enroll in the free services by contacting us at <<insert telephone number>> Monday through Friday from 9:00 a.m. – 4:00 p.m. Eastern Time.

For More Information

We regret this incident and apologize for any inconvenience or concern it may have caused you. We hope that the information provided in this letter will be helpful; however, if you have any questions, please feel free to contact us <<<insert telephone number>>> Monday through Friday from 8:00 a.m. – 8:00 p.m. Eastern Time. .

Sincerely,

A handwritten signature in cursive script that reads "Laura Caravetta".

Laura Caravetta, MPH RHIA
Privacy Officer
Personally Delivered

Enclosure

STEPS YOU CAN TAKE TO PROTECT YOUR PERSONAL INFORMATION

We encourage affected customers to consider taking the following steps:

Review Your Account Statements. We encourage you to remain vigilant by reviewing your account statements. If you believe there is an unauthorized charge on your card, please contact your financial institution or card issuer immediately. The payment card brands' policies provide that cardholder have zero liability for unauthorized charges that are reported in a timely manner. Please contact your card brand or issuing bank for more information about the policy that applies to you.

Order A Free Credit Report. To order your free credit report, visit www.annualcreditreport.com, call toll-free at 1-877-322-8228, or complete the Annual Credit Report Request Form on the U.S. Federal Trade Commission's ("FTC's") website at www.consumer.ftc.gov and mail it to Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348-5281. The three nationwide consumer reporting agencies provide free annual credit reports only through the website, toll-free number or request form.

When you receive your credit report, review it carefully. Look for accounts you did not open. Look in the "inquiries" section for names of creditors from whom you have not requested credit. Some companies bill under names other than their store or commercial names. The consumer reporting agency will be able to tell you when that is the case. Look in the "personal information" section for any inaccuracies in your information (such as home address and Social Security number). If you see anything you do not understand, call the consumer reporting agency at the telephone number on the report. Errors in this information may be a warning sign of possible identity theft. You should notify the consumer reporting agencies of any inaccuracies in your report, whether due to error or fraud, as soon as possible so the information can be investigated and, if found to be in error, corrected. If there are accounts or charges you did not authorize, immediately notify the appropriate consumer reporting agency by telephone and in writing. Consumer reporting agency staff will review your report with you. If the information cannot be explained, then you will need to call the creditors involved. Information that cannot be explained also should be reported to your local police or sheriff's office because it may signal criminal activity.

Report Incidents. If you detect any unauthorized transactions in a financial account, promptly notify your payment card company or financial institution. If you detect any incident of identity theft or fraud, promptly report the incident to law enforcement, the FTC and your state Attorney General. If you believe your identity has been stolen, the FTC recommends that you take these steps:

- Close the accounts that you have confirmed or believe have been tampered with or opened fraudulently. For streamlined checklists and sample letters to help guide you through the recovery process, please visit <https://www.identitytheft.gov/>.
- File a local police report. Obtain a copy of the police report and submit it to your creditors and any others that may require proof of the identity theft crime.

You can contact the FTC to learn more about how to protect yourself from becoming a victim of identity theft and how to repair identity theft:

Federal Trade Commission
Consumer Response Center
600 Pennsylvania Avenue,
NW Washington, DC 20580
1-877-IDTHEFT (438-4338)
www.ftc.gov/idtheft/

Consider Placing a Fraud Alert on Your Credit File. To protect yourself from possible identity theft, consider placing a fraud alert on your credit file. A fraud alert helps protect you against the possibility of an identity thief opening new credit accounts in your name. When a merchant checks the credit history of someone applying for credit, the merchant gets a notice that the applicant may be the victim of identity theft. The alert notifies the merchant to take steps to verify the identity of the applicant. You can place a fraud alert on your credit report by calling any one of the toll-free numbers provided below. You will reach an automated telephone system that allows you to flag your file with a fraud alert at all three consumer reporting agencies. For more information on fraud alerts, you also may contact the FTC as described above.

Equifax
P.O. Box 105069
Atlanta, GA 30348
800-525-6285
www.equifax.com

Experian
P.O. Box 2002
Allen, TX 75013
888-397-3742
www.experian.com

TransUnion
P.O. Box 2000
Chester, PA 19022-2000
800-680-7289
www.transunion.com

Consider Placing a Security Freeze on Your Credit File. You may wish to place a “security freeze” (also known as a “credit freeze”) on your credit file. A security freeze is designed to prevent potential creditors from accessing your credit file at the consumer reporting agencies without your consent. Unlike a fraud alert, you must place a security freeze on your credit file at each consumer reporting agency individually. There is no charge to place or lift a security freeze. For more information on security freezes, you may contact the three nationwide consumer reporting agencies or the FTC as described above. As the instructions for establishing a security freeze differ from state to state, please contact the three nationwide consumer reporting agencies to find out more information.

The consumer reporting agencies may require proper identification prior to honoring your request. For example, you may be asked to provide:

- Your full name with middle initial and generation (such as Jr., Sr., II, III)
- Your Social Security number
- Your date of birth
- Addresses where you have lived over the past five years
- A legible copy of a government-issued identification card (such as a state driver’s license or military ID card)
- Proof of your current residential address (such as a current utility bill or account statement)

For Iowa Residents. You may contact law enforcement or the Iowa Attorney General’s Office to report suspected incidents of identity theft. This office can be reached at: Office of the Attorney General of Iowa Hoover State Office Building 1305 E. Walnut Street Des Moines, IA 50319 (515) 281-5164 www.iowaattorneygeneral.gov.

For Maryland Residents. You can obtain information from the Maryland Office of the Attorney General about steps you can take to avoid identity theft. You may contact the Maryland Attorney General at: Maryland Office of the Attorney General Consumer Protection Division 200 St. Paul Place Baltimore, MD 21202 (888) 743-0023 (toll-free in Maryland) (410) 576-6300 www.marylandattorneygeneral.gov.

For Massachusetts Residents. You have the right to obtain a police report and request a security freeze as 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.

For New Mexico Residents. You have rights under the federal Fair Credit Reporting Act ("FCRA"). These include, among others, the right to know what is in your file; to dispute incomplete or inaccurate information; and to have consumer reporting agencies correct or delete inaccurate, incomplete, or unverifiable information. For more information about the FCRA, please visit <https://www.consumer.ftc.gov/articles/pdf-0096-fair-credit-reporting-act.pdf> or www.ftc.gov.

For New York Residents. You can obtain information from the New York State Office of the Attorney General about how to protect yourself from identity theft and tips on how to protect your privacy online. You can contact the New York State Office of the Attorney General at: Office of the Attorney General The Capitol Albany, NY 12224-0341 1-800-771-7755 (toll-free) 1-800-788-9898 (TDD/TTY toll-free line) <https://ag.ny.gov/> [Insert letterhead] 6 Bureau of Internet and Technology (BIT) 28 Liberty Street New York, NY 10005 Phone: (212) 416-8433 <https://ag.ny.gov/internet/resource-center>

For North Carolina Residents. You can obtain information from the North Carolina Attorney General's Office about preventing identity theft. You can contact the North Carolina Attorney General at: North Carolina Attorney General's Office 9001 Mail Service Center Raleigh, NC 27699-9001 (877) 566-7226 (toll-free in North Carolina) (919) 716-6400 www.ncdog.gov

For Oregon Residents. We encourage you to report suspected identity theft to the Oregon Attorney General at: Oregon Department of Justice 1162 Court Street NE Salem, OR 97301-4096 (877) 877-9392 (toll-free in Oregon) (503) 378-4400 www.doj.state.or.us

For Rhode Island Residents. You may obtain information about preventing and avoiding identity theft from the Rhode Island Office of the Attorney General at: Rhode Island Office of the Attorney General Consumer Protection Unit 150 South Main Street Providence, RI 02903 (401)-274-4400 www.riag.ri.gov. You have the right to obtain a police report and request a security freeze as 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 for a security freeze on your account.

For Washington, D.C. Residents. You may obtain information about preventing and avoiding identity theft from the Office of the Attorney General for the District of Columbia at: [Insert letterhead] 7 Office of the Attorney General for the District of Columbia 400 6th Street NW Washington, D.C. 20001 (202)-727-3400 www.oag.dc.gov.