

Donlen Corporation  
 10300 SW Greenburg Rd. Suite 570  
 Portland, OR 97223

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| <p>To Enroll, Please Call:<br/>         1-833-875-0837<br/>         Or Visit:<br/> <a href="https://app.idx.us/account-creation/protect">https://app.idx.us/account-creation/protect</a><br/>         Enrollment Code: [XXXXXXXXXX]</p> |
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<<First Name>> <<Last Name>>  
 <<Address1>>  
 <<Address2>>  
 <<City>>, <<State>> <<Zip>>

October 7, 2022

Dear <<Name 1>> <<Name 2>>:

Donlen Corporation, now known as Sellerco Corporation (“Donlen Corporation”) writes to inform you of an event that may affect the security of some of your personal information. Donlen Corporation provides fleet management services for PepsiCo, Inc. (“PepsiCo”) and is providing this notice to you on behalf of PepsiCo. This notice provides information about the event, Donlen Corporation’s response, and resources available to you to help protect your information from possible misuse.

We take this incident and the security of personal information in our care very seriously. On or about March 4, 2021, we observed unusual activity related to the inaccessibility of certain systems within our network. We quickly began investigating to better understand the nature and scope of this activity. Working with third-party cybersecurity specialists, we determined that an unknown actor accessed our network between February 24, 2021, and March 4, 2021. Donlen Corporation promptly took steps to contain the threat and enable business operations. We simultaneously launched a full investigation designed to understand the nature and scope of what occurred, what information was stored on impacted systems at the time of the event, and to which individuals and customers that information relates. As part of our investigation, we identified a limited number of files and folders within the Donlen Corporation environment that may have been accessed and/or acquired by an unauthorized actor.

We undertook a very thorough evaluation of the contents of the files to determine what, if any, sensitive information may have been contained within the files. This exhaustive review involved the manual assessment of thousands of documents. This comprehensive process was completed on April 8, 2022 and we then undertook another rigorous analysis to confirm to which individuals and customers the information related. We completed this confirmation process. After notifying PepsiCo and providing them information related to this event, PepsiCo directed Donlen Corporation to notify you.

The investigation could not confirm whether information related to you was accessed or viewed during this event. As a result, Donlen Corporation is notifying you out of an abundance of caution. If you would like specific information related to the type of data that may have been accessible, please contact us using the information at the close of this letter.

As outlined above, upon discovering this incident, we quickly took steps to investigate and respond, including reporting this incident to federal law enforcement and notifying potentially affected individuals and relevant regulators. Although we have safeguards in place to protect data in our care, we continue to review and enhance these protections as part of our ongoing commitment to data security.

Although we are unaware of any malicious misuse of your information, as an added precaution and at no cost to you, we are also offering you access to 24 months of identity monitoring services through IDX. To activate your membership and start monitoring your personal information, please follow the steps below:

1. Website and Enrollment. Go to <https://app.idx.us/account-creation/protect> and follow the instructions for enrollment using your Enrollment Code provided at the top of the letter. Please note the deadline to enroll is January 7, 2023.

2. Activate the credit monitoring provided as part of your IDX identity protection membership. The monitoring included in the membership must be activated to be effective. Note: You must have established credit and access to a computer and the internet to use this service. If you need assistance, IDX will be able to assist you.

3. Telephone. Contact IDX at 1-833-875-0837 to gain additional information about this event and speak with knowledgeable representatives about the appropriate steps to take to protect your credit identity.

### **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 security freeze, commonly known as 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 security 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 security 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 security 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, military identification, 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 fraud alert or security freeze, please contact the three major credit reporting bureaus listed below:

| <b>Equifax</b>  | <b>Experian</b>   | <b>TransUnion</b>   |
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| <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> |
| 1-888-298-0045  | 1-888-397-3742  | 1-833-395-6938  |
| Equifax Fraud Alert, P.O. Box 105069<br>Atlanta, GA 30348-5069  | Experian Fraud Alert, P.O. Box<br>9554, Allen, TX 75013                     | TransUnion Fraud Alert, P.O. Box<br>2000, Chester, PA 19016                                 |
| Equifax Credit Freeze, P.O. Box 105788<br>Atlanta, GA 30348-5788  | Experian Credit Freeze, P.O.<br>Box 9554, Allen, TX 75013                   | TransUnion Credit Freeze, P.O. Box<br>160, Woodlyn, PA 19094                                |

Under Massachusetts law, you have the right to obtain any police report filed in regard to this incident. If you are the

victim of identity theft, you also have the right to file a police report and obtain a copy of it.

You can also further educate yourself regarding identity theft, fraud alerts, security freezes, and the steps you can take to protect yourself, by contacting the consumer reporting agencies, your state Attorney General, or the Federal Trade Commission (FTC). The Federal Trade Commission can be reached at: 600 Pennsylvania Avenue NW, Washington, DC 20580; [www.identitytheft.gov](http://www.identitytheft.gov); 1-877-ID-THEFT (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 also obtain further information on how to file such a complaint by way of the contact information listed above. Instances of known or suspected identity theft should also be reported to law enforcement, the FTC, and the Massachusetts Attorney General.

**For More Information**

We understand that you may have questions about this incident that are not addressed in this letter. If you have additional questions, please call us at 1-833-875-0837. IDX representatives are available Monday through Friday from 8 am - 8 pm Central Time.

We sincerely regret any inconvenience or concern this incident may have caused.

Sincerely,

**Donlen Corporation, now known as Sellerco Corporation**