

<<Date>> (Format: Month Day, Year)

<<first_name>> <<middle_name>> <<last_name>> <<suffix>>
<<address_1>>
<<address_2>>
<<city>>, <<state_province>> <<postal_code>>
<<country>>

RE: Notice of Data Breach

Dear <<first_name>> <<middle_name>> <<last_name>> <<suffix>>:

We are writing to inform you of a security incident at <<b2b_text_1 (business name - full)>> (“the Company” or “we”), the steps we are taking to protect you following the incident, and the steps you can take to protect yourself.

What Information Was Involved

Based on our investigation, we believe that an unauthorized individual (s) may have obtain personal data about you that was collected in the court of your relationship with us. This information may include your <<b2b_text_2 (“name” and impacted data)>>.

What We Are Doing

In response to this incident, we conducted a thorough forensic analysis and investigation with the assistance of IT security experts. The Company implemented additional security measures to further fortify its network’s security measures and protocols, including enhancing administrative and technical safeguards and instituting more frequent and rigorous security training.

Additionally, to assist you in monitoring your accounts, we have secured the services of Kroll to provide identity monitoring at no cost to you for eighteen (18) months. Kroll is a global leader in risk mitigation and response, and their team has extensive experience helping people who have sustained an unintentional exposure of confidential data. Your identity monitoring services include Credit Monitoring, Fraud Consultation, and Identity Theft Restoration.

Visit <https://enroll.krollmonitoring.com> to activate and take advantage of your identity monitoring services.

You have until <<b2b_text_6 (date)>> to activate your identity monitoring services.

Membership Number: <<Membership Number s_n>>

For more information about Kroll and your Identity Monitoring services, you can visit info.krollmonitoring.com.

Additional information describing your services is included with this letter.

What You Can Do

As always, we recommend you be on the alert for suspicious activity related to your financial accounts and credit reports. We encourage you to regularly monitor your statements and records to ensure there are no transactions or other activities that you did not initiate or authorize. You may file a police report regarding this incident. For more information on how to protect against identity theft, please review the enclosed “Additional Resources” section included with this letter. This section describes additional steps you can take to help protect your identity, including recommendations by the Federal Trade Commission regarding identity theft protection and details on how to place a fraud alert or a security freeze on your credit file.

For More Information

Please be assured that we are committed to helping you protect your personally identifiable information and identity and ensuring that your information is safe and secure. We regret this incident and apologize for any concern it may have caused you.

If you have further questions regarding this matter, please do not hesitate to call (855) 926-1126 Monday through Friday, from 8:00 am to 5:30 pm Central Time, excluding some U.S. holidays.

Sincerely,

<<b2b_text_3 (business name - short)>>



TAKE ADVANTAGE OF YOUR IDENTITY MONITORING SERVICES

You have been provided with access to the following services from Kroll:

Single Bureau Credit Monitoring

You will receive alerts when there are changes to your credit data—for instance, when a new line of credit is applied for in your name. If you do not recognize the activity, you will have the option to call a Kroll fraud specialist, who will be able to help you determine if it is an indicator of identity theft.

Fraud Consultation

You have unlimited access to consultation with a Kroll fraud specialist. Support includes showing you the most effective ways to protect your identity, explaining your rights and protections under the law, assistance with fraud alerts, and interpreting how personal information is accessed and used, including investigating suspicious activity that could be tied to an identity theft event.

Identity Theft Restoration

If you become a victim of identity theft, an experienced Kroll licensed investigator will work on your behalf to resolve related issues. You will have access to a dedicated investigator who understands your issues and can do most of the work for you. Your investigator will be able to dig deep to uncover the scope of the identity theft, and then work to resolve

Kroll's activation website is only compatible with the current version or one version earlier of Chrome, Firefox, Safari and Edge.

To receive credit services, you must be over the age of 18 and have established credit in the U.S., have a Social Security number in your name, and have a U.S. residential address associated with your credit file.

Additional Resources

Review your credit reports. We recommend that you remain vigilant by reviewing account statements and monitoring credit reports. Under federal law, you also are entitled every 12 months to one free copy of your credit report from each of the three major credit reporting companies. To obtain a free annual credit report, go to www.annualcreditreport.com or call 1-877-322-8228. You may wish to stagger your requests so that you receive a free report by one of the three credit bureaus every four months.

You should also know that you have the right to file a police report if you ever experience identity fraud. Please note that in order to file a crime report or incident report with law enforcement for identity theft, you will likely need to provide some kind of proof that you have been a victim. A police report is often required to dispute fraudulent items. You can report suspected incidents of identity theft to local law enforcement or to the Attorney General.

Place Fraud Alerts with the three credit bureaus. If you choose to place a fraud alert, we recommend you do this after activating your credit monitoring. You can place a fraud alert at one of the three major credit bureaus by phone and also via Experian's or Equifax's website. A fraud alert tells creditors to follow certain procedures, including contacting you, before they open any new accounts or change your existing accounts. For that reason, placing a fraud alert can protect you, but also may delay you when you seek to obtain credit. The contact information for all three bureaus is below.

It is necessary to contact only ONE of these bureaus and use only ONE of these methods. As soon as one of the three bureaus confirms your fraud alert, the others are notified to place alerts on their records as well. You will receive confirmation letters in the mail and will then be able to order all three credit reports, free of charge, for your review. An initial fraud alert will last for one year.

Please Note: No one is allowed to place a fraud alert on your credit report except you.

Security Freeze. By placing a security freeze, someone who fraudulently acquires your personal identifying information will not be able to use that information to open new accounts or borrow money in your name. You will need to contact the three national credit reporting bureaus listed above to place the freeze. Keep in mind that when you place the freeze, you will not be able to borrow money, obtain instant credit, or get a new credit card until you temporarily lift or permanently remove the freeze. There is no cost to freeze or unfreeze your credit files.

You can obtain additional information about the steps you can take to avoid identity theft from the following agencies. The Federal Trade Commission also encourages those who discover that their information has been misused to file a complaint with them.

Credit Reporting Bureaus	Contact Information
Equifax	P.O. Box 740241, Atlanta, GA 30374-0241; 866-349-5191; https://www.equifax.com/
Experian	475 Anton Blvd., Costa Mesa, CA 92626; 714-830-7000; https://www.experian.com/
TransUnion	P.O. Box 2000 Chester, PA 19016-2000; 833-395-6938; https://www.transunion.com/
Federal Agency	Contact Information
Federal Trade Commission	600 Pennsylvania Avenue, NW, Washington, DC 20580; 202-326-2222; https://www.consumer.gov/
State Agencies	Contact Information
Alabama	Alabama Office of the Attorney General; 1-800-392-5658; http://www.ago.state.al.us/
Alaska	Office of Attorney General; 888-576-2529; http://www.law.alaska.gov/department/civil/consumer/
Arizona	Arizona Office of the Attorney General-Phoenix; 602-542-5763; http://www.azag.gov/
Arkansas	Arkansas Office of the Attorney General; 1-800-482-8982; http://www.arkansasag.gov/
California	California Office of the Attorney General; 1-800-952-5225; http://www.oag.ca.gov/
Colorado	Colorado Office of the Attorney General; 1-800-222-4444; http://www.stopfraudcolorado.gov/
Connecticut	Connecticut Office of the Attorney General; 860-808-5420; http://www.ct.gov/ag
Delaware	Delaware Department of Justice; 1-800-220-5424; http://www.attorneygeneral.delaware.gov/
Florida	Florida Office of the Attorney General; 1-866-966-7226; http://myfloridalegal.com/
Georgia	Georgia Office of the Attorney General; 1-800-869-1123; http://consumer.georgia.gov/
Hawaii	Hawaii Office of the Attorney General; 808-586-1500; http://ag.hawaii.gov/
Idaho	Idaho Office of the Attorney General; 1-800-432-3545; http://www.ag.idaho.gov/
Illinois	Illinois Office of the Attorney General; 1-800-386-5438; http://www.illinoisattorneygeneral.gov/
Indiana	Indiana Office of the Attorney General; 1-800-457-8283; https://www.in.gov/attorneygeneral/
Iowa	Iowa Office of the Attorney General; 1-888-777-4590; http://www.iowaattorneygeneral.gov/
Kansas	Kansas Office of the Attorney General; 1-800-432-2310; http://www.ag.ks.gov/
Kentucky	Kentucky Office of the Attorney General; 1-888-432-9257; https://ag.ky.gov/
Louisiana	Louisiana Office of the Attorney General; 1-800-351-4889; http://www.ag.state.la.us/
Maine	Maine Attorney General's Office; 1-800-436-2131; http://www.maine.gov/ag
Maryland	Maryland Office of the Attorney General; 888-743-0023; http://www.marylandattorneygeneral.gov/
Massachusetts	Massachusetts Office of the Attorney General; 617-727-8400; https://www.mass.gov/
Michigan	Michigan Office of the Attorney General; 517-335-0855; http://www.michigan.gov/ag
Minnesota	Office of the Attorney General; 1-800-657-3787; http://www.ag.state.mn.us/
Mississippi	Mississippi Office of the Attorney General; 1-800-281-4418; http://www.ago.state.ms.us/
Missouri	Missouri Attorney General's Office; 1-800-392-8222; http://www.ago.mo.gov/
Montana	Montana Department of Justice; 1-800-481-6896; https://dojmt.gov/consumer
Nebraska	Nebraska Office of the Attorney General; 1-800-727-6432; http://www.ago.nebraska.gov/
Nevada	Nevada Office of the Attorney General; 702-486-3132; http://www.ag.nv.gov/
New Hampshire	New Hampshire Office of the Attorney General; 1-888-468-4454; http://www.doj.nh.gov/consumer
New Jersey	Department of Law and Public Safety; 1-800-242-5846; http://www.njconsumeraffairs.gov/
New Mexico	Office of Attorney General; 1-844-255-9210; http://www.nmag.gov/
New York	Office of the Attorney General; 1-800-771-7755; http://www.ag.ny.gov/
North Carolina	North Carolina Office of the Attorney General; 1-877-566-7226; http://www.ncdoj.gov/
North Dakota	Office of the Attorney General; 1-800-472-2600; https://www.attorneygeneral.nd.gov/
Ohio	Ohio Office of the Attorney General; 1-800-282-0515; http://www.ohioattorneygeneral.gov/
Oklahoma	Oklahoma Office of the Attorney General; 405-521-3921; http://www.oag.ok.gov/
Oregon	Oregon Department of Justice; 1-877-877-9392; http://www.doj.state.or.us/consumer
Pennsylvania	Pennsylvania Office of the Attorney General; 1-800-441-2555; http://www.attorneygeneral.gov/
Puerto Rico	Puerto Rico Department of Consumer Affairs; 787-722-7555; http://www.pr.gov/CarouselServicios

Rhode Island	Rhode Island Department of the Attorney General; 401-274-4400; http://www.riag.state.ri.us/
South Carolina	South Carolina Department of Consumer Affairs; 1-800-922-1594; http://www.consumer.sc.gov/
South Dakota	South Dakota Office of the Attorney General; 1-800-300-1986; http://atg.sd.gov/
Tennessee	Tennessee Office of the Attorney General; 615-741-1671; http://www.tn.gov/attorneygeneral
Texas	Texas Office of the Attorney General; 1-800-621-0508; https://www.texasattorneygeneral.gov/
Utah	Utah Office of the Attorney General; 1-800-244-4636; https://attorneygeneral.utah.gov/
U.S. Virgin Islands	V.I. Department of Licensing and Consumer Affairs; 340-773-2226; http://www.dlca.vi.gov/
Vermont	Vermont Office of the Attorney General; 1-800-649-2424; http://ago.vermont.gov/
Virginia	Virginia Office of the Attorney General; 1-800-552-9963; http://www.oag.state.va.us/
Washington	Washington Office of the Attorney General; 1-800-551-4636; http://www.atg.wa.gov/
West Virginia	Office of the Attorney General; 1-800-368-8808; http://www.ago.wv.gov/
Wisconsin	Wisconsin Department of Justice; 1-800-998-0700; https://www.doj.state.wi.us/
Wyoming	Office of the Attorney General; 1-800-438-5799; http://ag.wyo.gov/cpu
District of Columbia	DC Office of the Attorney General and Public Advocacy; 202-442-9828; http://oag.dc.gov