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December 13, 2022

**RE: Notice of Security Incident at Bargain Balloons**

Dear Valued Customers,

We are reaching out to inform you of a security incident that affected our website, BargainBalloons.com, between September 27 and November 7, 2022. The incident may have resulted in the exposure of some of your personal information, including your name, mailing and / or billing address, email address, phone number and credit card information.

We have been working with external security experts to ensure a comprehensive response to the incident. We implemented additional measures and enhanced security tools to further protect information on our website and our IT systems. We have also notified applicable privacy commissioners, payment gateways and local police of this incident.

We encourage you to remain vigilant in reviewing your credit card activity and account statements, and to monitor your records for any suspicious activity. Please call your credit card provider with any concerns so they can further advise you. Credit card companies may recommend the placement of fraud alerts on their credit file or other actions to help keep you safe.

For additional security and peace of mind, Bargain Balloons is offering – at no cost to you – identity and credit monitoring services, for twelve months. This will be available in all eligible jurisdictions, to all those who may have been affected by this incident. This offer will be available for ninety (90) days, please email us at [privacy@bargainballoons.com](mailto:privacy@bargainballoons.com), to receive a redemption code and enrolment instructions.

Credit monitoring can help keep you safe. We recommend that you check your credit reports regularly for unexplained activity.

## **FOR MASSACHUSETTS RESIDENTS**

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 may also place a security freeze on your credit reports, free of charge. A security freeze prohibits a credit reporting agency from releasing any information from a consumer's credit report without written authorization. However, please be aware that placing a security freeze on your credit report may delay, interfere with, or prevent the timely approval of any requests you make for new loans, credit mortgages, employment, housing or other services. Under federal law, you cannot be charged to place, lift, or remove a security freeze.

You must place your request for a freeze with each of the three major consumer reporting agencies: Equifax ([www.equifax.com](http://www.equifax.com)); Experian ([www.experian.com](http://www.experian.com)); and TransUnion ([www.transunion.com](http://www.transunion.com)). To place a security freeze on your credit report, you may send a written request by regular, certified or overnight mail at the addresses below. You may also place a security freeze through each of the consumer reporting agencies' websites or over the phone, using the contact information below:

### Equifax Security Freeze

P.O. Box 105788

Atlanta, GA 30348

1-800-349-9960

<https://www.equifax.com/personal/credit-report-services/>

### Experian Security Freeze

P.O. Box 9554

Allen, TX 75013

1-888-397-3742

<https://www.experian.com/freeze/center.html>

### TransUnion Security Freeze

P.O. Box 160

Woodlyn, PA 19094

1-888-909-8872

<https://www.transunion.com/credit-freeze>

In order to request a security freeze, you will need to provide some or all of the following information to the credit reporting agency, depending on whether you do so online, by phone, or by mail:

1. Your full name (including middle initial as well as Jr., Sr., II, III, etc.);
2. Social Security Number;
3. Date of birth;
4. If you have moved in the past five (5) years, the addresses where you have lived over the prior five years;
5. Proof of current address, such as a current utility bill, telephone bill, rental agreement, or deed;
6. A legible photocopy of a government issued identification card (state driver's license or ID card, military identification, etc.);
7. Social Security Card, pay stub, or W2;
8. If you are a victim of identity theft, include a copy of either the police report, investigative report, or complaint to a law enforcement agency concerning identity theft.

The credit reporting agencies have one (1) to three (3) business days after receiving your request to place a security freeze on your credit report, based upon the method of your request. The credit bureaus must also send written confirmation to you within five (5) business days and provide you with a unique personal identification number (PIN) or password (or both) that can be used by you to authorize the removal or lifting of the security freeze. It is important to maintain this PIN/password in a secure place, as you will need it to lift or remove the security freeze.

To lift the security freeze in order to allow a specific entity or individual access to your credit report, you must make a request to each of the credit reporting agencies by mail, through their website, or by phone (using the contact information above). You must provide proper identification (including name, address, and social security number) and the PIN number or password provided to you when you placed the security freeze, as well as the identities of those entities or individuals you would like to receive your credit report. You may also temporarily lift a security freeze for a specified period of time rather than for a specific entity or individual, using the same contact information above. The credit bureaus have between one (1) hour (for requests made online) and three (3) business days (for request made by mail) after receiving your request to lift the security freeze for those identified entities or for the specified period of time.

To remove the security freeze, you must make a request to each of the credit reporting agencies by mail, through their website, or by phone (using the contact information above). You must provide proper identification (name, address, and social security number) and the PIN number or password provided to you when you placed the security freeze. The credit bureaus have between one (1) hour (for requests made online) and three (3) business days (for requests made by mail) after receiving your request to remove the security freeze.

**For more information:**

We recognize that you may have additional questions and may contact our Privacy Officer, Yilian Diaz, by email at [privacy@bargainballoons.com](mailto:privacy@bargainballoons.com) or by telephone at **1-866-330-1272**. Please do not contact us through social media as our accounts are not actively monitored by our customer service agents.

Bargain Balloons sincerely regrets this incident, and we understand this may have shaken your faith in us. We have been in business for 20 years and have never experienced a data breach in all that time. We are doing everything possible to ensure your safety in the wake of this regrettable incident and are working hard to ensure that this can never happen again.

Yours sincerely,

Yilian Diaz

**Bargain Balloons | Privacy Officer**

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