



Heineken USA Incorporated
Attn: Legal Department
360 Hamilton Avenue
White Plains, NY 10601

Sent Via Electronic Correspondence

April 27, 2023

We are writing to share with you important information regarding a data incident that potentially involved your personal information. At Heineken USA Incorporated (“Heineken”), we take this incident very seriously and are providing you with information, as well as access to resources, so that you can better protect your personal information.

What happened:

On or about April 4, 2023, we learned that three (3) employee laptops, one (1) employee telephone, and two (2) employee wallets were stolen from a secured, locked vehicle while several employees were traveling for business. Fortunately, the information on the employees’ laptops were encrypted, and therefore likely inaccessible. Likewise, the information on the employee’s telephone was password protected, and therefore likely inaccessible. **Because we are committed to protecting your personal information, we are proactively providing you this notice, in an abundance of caution, so that you may diligently monitor your accounts.**

What we are doing:

Immediately upon learning of the incident, we took steps to further ensure that the unauthorized individual(s) could not gain access to employee laptops and the Heineken network, including resetting passwords, disabling the laptops’ access to network, and implementing steps to remotely wipe the data and memory contained on the laptop upon connection to Wi-Fi. Further, we immediately conducted an internal investigation to understand the nature and scope of any potentially compromised personal information. Thereafter, we advised affected Heineken employees to take appropriate steps to protect their personal information from misuse.

Credit monitoring services:

While Heineken is not aware of any identity fraud or improper use of any personal information as a direct result of this incident, we have arranged to have Cyberscout provide you with eighteen (18) months of complimentary credit monitoring services through Identity Force and identity theft insurance. To activate your membership in these services, please follow the steps outlined at the end of this letter.

What you can do:

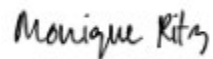
We recommend that you remain vigilant in regularly reviewing and monitoring all your account statements and credit history to guard against any unauthorized transactions or activity. If you discover any suspicious or unusual activity on your accounts, please contact your financial institution. We have provided additional information below, which contains more information about steps you can take to protect yourself against fraud and identity theft.

For more information:

If you have any questions about this notice or the incident, please contact Monique Ritz, Director, Senior Legal Counsel at monique.ritz@heinekenusa.com or at (914) 305-7765.

We value you and sincerely apologize for any inconvenience caused by this incident. Thank you for your understanding.

Sincerely

A handwritten signature in cursive script that reads "Monique Ritz".

Monique Ritz
Director, Senior Legal Counsel
Heineken USA Incorporated

Credit Monitoring Services

In response to the network security incident, Heineken has arranged for Cyberscout to provide the following services through Identity Force:

- Single Bureau Credit Monitoring, Report and Score*;
- Cyber Monitoring
- Identity Protection Services
- Identity Resolution Services
- \$1,000,000 in Identity Theft Insurance

These services provide you with alerts for eighteen (18) months from the date of enrollment when changes occur to your credit file. A notification will be sent to you the same day that the changes or updates takes place with the bureau. Cyber monitoring will look out for your personal data on the dark web and alert you if your personally identifiable information is found online. Finally, we are providing you with proactive fraud assistance to help with any questions that you might have or in the event you become a victim of identity theft, as well as a \$1,000,000 insurance reimbursement policy. To safeguard your privacy and security, you will be asked to verify your identity before monitoring can be activated.

How do I enroll for the free services?

To Register your account and activate your services type the following URL into your browser: <https://secure.identityforce.com/benefit/heineken> and follow the instructions provided. When prompted please provide the following unique code to receive services:

Important – you must register your account and activate your monitoring services within 90 days from the date of this letter, otherwise your ability to access the services will expire.

* Services marked with an “*” require an internet connection and e-mail account and may not be available to minors under the age of 18 years of age. Please note that when signing up for monitoring services, you may be asked to verify personal information for your own protection to confirm your identity.

Additional Information

To protect against possible fraud, identity theft or financial loss, we encourage you to remain vigilant, review your account statements, and monitor your credit reports. Provided below are the names and contact information for the three major U.S. credit reporting agencies and additional information about steps you can take to obtain a free credit report and to place a fraud alert, credit freeze, or credit lock on your credit report. If you believe you are a victim of fraud or identity theft, you should consider contacting your local law enforcement agency, your State's Attorney General, or the Federal Trade Commission.

INFORMATION ON OBTAINING A FREE CREDIT REPORT

U.S. residents are entitled under U.S. law to one (1) free credit report annually from each of the three (3) major credit reporting agencies. To order a free credit report, visit www.annualcreditreport.com or call toll-free (877) 322-8228.

INFORMATION ON IMPLEMENTING A FRAUD ALERT, CREDIT FREEZE, OR CREDIT LOCK

To place a fraud alert, credit freeze, or credit lock on your credit report, you must contact the three (3) credit reporting agencies below:

Equifax:
Consumer Fraud Div.
P.O. Box 740256
Atlanta, GA 30374
1-888-766-0008
www.equifax.com

Experian:
Credit Fraud Center
P.O. Box 9554
Allen, TX 75013
1-888-397-3742
www.experian.com

TransUnion:
TransUnion LLC
P.O. Box 2000
Chester, PA 19022-2000
1-800-680-7289
www.transunion.com

Fraud Alert: Consider contacting one of the three (3) major credit reporting agencies at the addresses above to place a fraud alert on your credit report. A fraud alert indicates to anyone requesting your credit file that you suspect you are a possible victim of fraud. A fraud alert does not affect your ability to get a loan or credit. Instead, it alerts a business that your personal information might have been compromised and requires that business to verify your identity before issuing you credit. Although this may cause some short delay if you are the one applying for the credit, it might protect against someone else obtaining credit in your name.

To place a fraud alert, contact any of the three (3) major credit reporting agencies listed above and request that a fraud alert be put on your file. The agency that you contacted must notify the other two agencies. A fraud alert is free and lasts ninety (90) days, but can be renewed.

Credit Freeze: A credit freeze prohibits a credit reporting agency from releasing any information from a consumer's credit report until the freeze is lifted. There is no cost to place a credit freeze. When a credit freeze is in place, no one—including you—can open a new account. As a result, 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.

To place a credit freeze, contact all three credit reporting agencies listed above and provide the personal information required by each agency to place a freeze, which may include:

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 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. If you are a victim of identity theft, a copy of either a police report, investigative report, or complaint to a law enforcement agency concerning identity theft.

When you place a credit freeze, you will be provided a PIN to lift temporarily or remove the credit freeze. A credit freeze generally lasts until you lift or remove it, although in some jurisdictions it will expire after seven (7) years.

Credit Lock: Like a credit freeze, a credit lock restricts access to your credit report and prevents anyone from opening an account until unlocked. Unlike credit freezes, your credit can typically be unlocked online without delay. To lock your credit, contact all three (3) credit reporting agencies listed above and complete a credit lock agreement. The cost of a credit lock varies by agency, which typically charges monthly fees.

ADDITIONAL RESOURCES

You may also contact the U.S. Federal Trade Commission ("FTC") for further information on fraud alerts, credit freezes, credit locks, and how to protect yourself from identity theft. The FTC can be contacted at 400 7th St. SW, Washington, DC 20024; telephone 1-877-382-4357; or www.consumer.gov/idtheft.

Your state Attorney General may also have advice on preventing identity theft and you should report instances of known or suspected identity theft to law enforcement, your State Attorney General, or the FTC.