

Massachusetts State Notice

NAME
 ADDRESS
 ADDRESS

May 19th 2023

Dear NAME,

We recently became aware of a security incident affecting the information of certain customers. We are providing this notice to inform you of the incident and to call your attention to some steps you can take to help protect yourself. On behalf of The Swatch Group (U.S.) Inc. , we sincerely regret any concern this may cause you.

We recommend that you review the information provided in this letter for some steps that you may take to protect against any potential misuse of your personal information. Please always remain vigilant, including by regularly reviewing your account statements and credit reports. If you discover any suspicious or unusual activity on your accounts or suspect identity theft or fraud, be sure to report it immediately to your financial institutions. You also may contact the Federal Trade Commission (“FTC”) or law enforcement to report incidents of identity theft or to learn about steps you can take to protect yourself from identity theft. To learn more, you can go to the FTC’s Web site, at <http://www.ftc.gov/idtheft/>, or call the FTC, at (877) IDTHEFT (438-4338).

You may periodically obtain credit reports from each nationwide credit reporting agency. If you discover information on your credit report arising from a fraudulent transaction, you should request that the credit reporting agency delete that information from your credit report file. In addition, under federal law, you are entitled to one free copy every 12 months of your credit report from each of the three major credit reporting companies. You may obtain a free copy of your credit report by going on the Internet to www.AnnualCreditReport.com or by calling (877) 322-8228. You may contact the nationwide credit reporting agencies as indicated below:

Equifax
 (800) 685-1111
 P.O. Box 740241
 Atlanta, GA 30374-0241
Equifax.com/personal/credit-report-services

Experian
 (888) 397-3742
 P.O. Box 9701
 Allen, TX 75013
Experian.com/help

TransUnion
 (888) 909-8872
 Fraud Victim Assistance Division
 P.O. Box 2000
 Chester, PA 19022
TransUnion.com/credit-help.

In addition, you can add a fraud alert to your credit report file to help protect your credit information. A fraud alert can make it more difficult for someone to get credit in your name because it tells creditors to follow certain procedures to protect you, but it also may delay your ability to obtain credit. You may place a fraud alert in your file by calling any of the nationwide credit reporting agencies. As soon as that agency processes your fraud alert, it will notify the other two credit reporting agencies, which then must also place fraud alerts in your file.

Under Massachusetts law, you have the right to obtain a police report 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 also have a right to place a security freeze on your credit report. A security freeze prohibits a credit reporting agency from releasing any information from a consumer’s credit report without written

Massachusetts State Notice

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, mortgages, employment, housing or other services.**

There is no charge to place, lift or remove a security freeze. To place a security freeze on your credit report, you must send a written request to each of the three credit reporting agencies listed above.

In order to request a security freeze, you will need to provide the following information:

- (1) Your full name (including middle initial as well as Jr., Sr., II, III, etc.);
- (2) Social Security number;
- (3) Date of birth;
- (4) Your prior addresses if you have moved in the past several years;
- (5) Proof of current address (*e.g.*, a current utility bill or telephone bill);
- (6) A legible photocopy of a government issued identification card (*e.g.*, state driver's license or ID card or military identification);.

The credit reporting agencies have three (3) business days after receiving your request to place a security freeze on your credit report if a request is made by mail, and one (1) day after making a request by phone or online. The credit reporting agencies 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.

To lift the security freeze in order to allow a specific entity access to your credit report, you must send a request to the credit reporting agencies by mail, telephone, or online and include proper identification (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 the entity you would like to receive your credit report or the specific period of time you want the credit report available. The credit reporting agencies have three (3) business days after receiving your request to lift the security freeze for the identified entity or for the specified period of time if requested by mail, and one (1) hour to lift the freeze after a request by phone or online.

To remove the security freeze, you must send a request to each of the three credit reporting agencies by mail, telephone, or online and include 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 reporting agencies have three (3) business days after receiving your request to remove the security freeze if requested by mail, and one (1) hour to remove the freeze after a request by phone or online.

For more information about this incident, or if you have additional questions or concerns about this incident, you may contact us directly at (786) 725- 5437 between 10:00 AM to 5:00 PM, Monday through Friday, or via email at SGRUSlegal@swatchgroup.com.

Again, we sincerely regret any concern this event may cause you.

Sincerely,

By: 
Arnaud Michon
Brand President Omega

By: 
Hajra Patel
Senior Vice-President and CFO