



Secure Processing Center  
P.O. Box 3826  
Suwanee, GA 30024

30215

<<MailID>>  
<<Name 1>>  
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<<City>><<State>><<Zip>>  
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August 7, 2023

Dear <<Name 1>>:

Alliance Sports Group, LP dba Alliance Consumer Group (“ACG”) is writing to inform you of a recent incident that impacted your personal information. We are contacting you to explain the circumstances of the incident, the types of information involved, how this incident is being addressed, and additional measures you can take to help protect your information, should you deem it appropriate to do so.

**What Happened?** On April 2, 2023, ACG became aware of unusual activity on its network. ACG promptly launched an investigation into this activity with the assistance of third-party cybersecurity experts and took steps to contain the issue. Our investigation determined that an unauthorized party was able to access and download certain documents containing ACG information from our systems, including some of your personal information. Upon learning of the compromise, we immediately took steps to mitigate the impact of the incident.

**What Information Was Involved?** The information involved may have included your name and <<Breach Elements>>.

**What We Are Doing.** We take this incident and the security of information in our care seriously. We have been working to implement additional security steps to enhance our network security and help prevent future incidents. We have also notified law enforcement.

**What You Can Do.** We are offering complimentary access to Equifax Credit Watch™ Gold\* for 24 months. We also encourage you to remain vigilant against incidents of identity theft and fraud by reviewing your account statements and monitoring your free credit reports for suspicious activity and to detect errors. Please also review the section below titled *Additional Steps You Can Take*, which contains information on what you can do to safeguard against possible misuse of your information, such as placing a fraud alert or security freeze on your credit files and how to obtain free credit reports.

To start monitoring your personal information, please follow the steps below:

- Ensure that you enroll by **November 30, 2023**
- Go to [www.equifax.com/activate](http://www.equifax.com/activate)
- Enter your unique Activation Code of <<ACTIVATION CODE>> then click “Submit” and follow these 4 steps:
  1. **Register:**  
Complete the form with your contact information and click “Continue”.  
*If you already have a myEquifax account, click the ‘Sign in here’ link under the “Let’s get started” header. Once you have successfully signed in, you will skip to the Checkout Page in Step 4*
  2. **Create Account:**  
Enter your email address, create a password, and accept the terms of use.

3. **Verify Identity:**  
To enroll in your product, we will ask you to complete our identity verification process.
4. **Checkout:**  
Upon successful verification of your identity, you will see the Checkout Page.  
Click 'Sign Me Up' to finish enrolling.

**You're done!**

The confirmation page shows your completed enrollment. Click "View My Product" to access the product features.

We take the privacy and security of your information very seriously. We sincerely regret any inconvenience this matter may cause you. If you have further questions or concerns, please call 833-627-2765 on weekdays between the hours of 9AM – 9PM EST.

Sincerely,



Chris Barley  
Chief Executive Officer

\* Note: You must be over age 18 with a credit file to take advantage of the product.

## Additional Steps You Can Take

### Monitor Your Accounts

We recommend that you regularly review statements from your accounts and periodically obtain your credit report from one or more of the national credit reporting companies. You may obtain a free copy of your credit report online at [www.annualcreditreport.com](http://www.annualcreditreport.com), by calling toll-free 1-877-322-8228, or by mailing an Annual Credit Report Request Form (available at [www.annualcreditreport.com](http://www.annualcreditreport.com)) to Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA, 303485281. You may also purchase a copy of your credit report by contacting one or more of the three national credit reporting agencies listed below.

#### **Equifax®**

P.O. Box 740241  
Atlanta, GA 30374-0241  
1-800-685-1111  
[www.equifax.com](http://www.equifax.com)

#### **Experian**

P.O. Box 9702  
Allen, TX 75013-9701  
1-888-397-3742  
[www.experian.com](http://www.experian.com)

#### **TransUnion®**

P.O. Box 1000  
Chester, PA 19016-1000  
1-800-888-4213  
[www.transunion.com](http://www.transunion.com)

When you receive your credit reports, review them carefully. Look for accounts or creditor inquiries that you did not initiate or do not recognize. Look for information, such as home address and Social Security number that is not accurate. If you see anything you do not understand, call the credit reporting agency at the telephone number on the report.

### Credit Freeze

You have the right to put a security freeze, also known as a credit freeze, on your credit file, so that no new credit can be opened in your name without the use of a Personal Identification Number (PIN) that is issued to you when you initiate a freeze. A credit freeze is designed to prevent potential credit grantors from accessing your credit report without your consent. If you place a credit freeze, potential creditors and other third parties will not be able to access your credit report unless you temporarily lift the freeze. Therefore, using a credit freeze may delay your ability to obtain credit. Pursuant to federal law, you cannot be charged to place or lift a credit freeze on your credit report. Should you wish to place a credit freeze, please contact all three major consumer reporting agencies listed below.

#### **Equifax®**

P.O. Box 105788  
Atlanta, GA 30348-5788  
1-800-685-1111  
[www.equifax.com/personal/credit-report-services](http://www.equifax.com/personal/credit-report-services)

#### **Experian**

P.O. Box 9554  
Allen, TX 75013-9554  
1-888-397-3742  
[www.experian.com/freeze/center.html](http://www.experian.com/freeze/center.html)

#### **TransUnion®**

P.O. Box 2000  
Chester, PA 19016-2000  
1-888-909-8872  
[www.transunion.com/credit-freeze](http://www.transunion.com/credit-freeze)

You must separately place a credit freeze on your credit file at each credit reporting agency. The following information should be included when requesting a credit freeze:

- 1) Full name, with middle initial and any suffixes;
- 2) Social Security number;
- 3) Date of birth (month, day, and year);
- 4) Current address and previous addresses for the past five (5) years;
- 5) Proof of current address, such as a current utility bill or telephone bill;
- 6) Other personal information as required by the applicable credit reporting agency;

If you request a credit freeze online or by phone, then the credit reporting agencies have one (1) business day after receiving your request to place a credit freeze on your credit file report. If you request a lift of the credit freeze online or by phone, then the credit reporting agency must lift the freeze within one (1) hour. If you request a credit freeze or lift of a credit freeze by mail, then the credit agency must place or lift the credit freeze no later than three (3) business days after getting your request.

## **Fraud Alerts**

You also have the right to place an initial or extended fraud alert on your file at no cost. An initial fraud alert lasts 1-year and 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 7 years. Should you wish to place a fraud alert, please contact any one of the agencies listed below. The agency you contact will then contact the other two credit agencies.

### **Equifax®**

P.O. Box 105788  
Atlanta, GA 30348-5788  
1-888-766-0008  
[www.equifax.com/personal/  
credit-report-services](http://www.equifax.com/personal/credit-report-services)

### **Experian**

P.O. Box 9554  
Allen, TX 75013-9554  
1-888-397-3742  
[www.experian.com/  
freeze/center.html](http://www.experian.com/freeze/center.html)

### **TransUnion®**

P.O. Box 2000  
Chester, PA 19016-2000  
1-800-680-7289  
[www.transunion.com/fraud-victim-  
resource/place-fraud-alert](http://www.transunion.com/fraud-victim-resource/place-fraud-alert)

## **Monitor Your Personal Health Information**

If applicable to your situation, we recommend that you regularly review the explanation of benefits statement that you receive from your insurer. If you see any service that you believe you did not receive, please contact your insurer at the number on the statement. If you do not receive the regular explanation of benefits statements, contact your provider and request them to send such statements following the provision of services in your name or number.

You may want to order copies of your credit reports and check for any medical bills that you do not recognize. If you find anything suspicious, call the credit reporting agency at the phone number on the report. Keep a copy of this notice for your records in case of future problems with your medical records. You may also want to request a copy of your medical records from your provider, to serve as a baseline. If you are a California resident, we suggest that you visit the website of the California Office of Privacy Protection at [www.privacy.ca.gov](http://www.privacy.ca.gov) to find more information about your medical privacy.

## **Federal Trade Commission and State Attorneys General Offices**

If you believe you are the victim of identity theft or have reason to believe your personal information has been misused, you should immediately contact the Federal Trade Commission and/or the Attorney General's office in your home state. You may also contact these agencies for information on how to prevent or minimize the risks of identity theft, including the use of fraud alerts and security freezes. You may contact the **Federal Trade Commission**, Consumer Response Center, 600 Pennsylvania Avenue, NW, Washington, DC 20580, [www.ftc.gov/bcp/edu/microsites/idtheft/](http://www.ftc.gov/bcp/edu/microsites/idtheft/), 1-877-IDTHEFT (438-4338).

Residents of Massachusetts and North Carolina can obtain more information about preventing and avoiding identity theft from their Attorneys General using the contact information below.

**Massachusetts:** Under Massachusetts law, you have the right to file and obtain a copy of a police report. You also have the right to request a security freeze, as described above. You may contact and obtain information from your state attorney general at: Office of the Massachusetts Attorney General One Ashburton Place, Boston, MA 02108, 1-617-727-8400, [www.mass.gov/ago/contact-us.html](http://www.mass.gov/ago/contact-us.html).

**North Carolina:** You may contact and obtain information from your state attorney general at: North Carolina Attorney General's Office, 9001 Mail Service Center, Raleigh, NC 27699, 1-919-716-6000/ 1-877-566-7226, [www.ncdoj.gov](http://www.ncdoj.gov).