

[Date]

[Name]

[Address]

[City, State Zip]

Notice of <VARIABLE 1>

Dear [First Name],

We are writing to inform you of a security incident that occurred at Selling Simplified Group, Inc. (“SSG”) that affected some of your personal information. We want to emphasize at the outset that keeping personal information safe and secure is very important to us, and we deeply regret that this incident has occurred.

What Happened?

On July 20, 2023, we detected suspicious activity on our computer network that resulted in a disruption of certain of our systems. We promptly initiated an investigation with the assistance of leading external cyber security experts and notified law enforcement. Our investigation has determined that an unauthorized third party gained unauthorized access to our network as early as May 10, 2023, and acquired certain information from SSG’s systems. Further investigation determined that certain of your personal information was among the data acquired by the unauthorized third party.

What Information Was Involved?

The personal information that was affected includes <Variable 2>. As of the time of writing, we have no information suggesting that your personal information has been misused as a result of this incident.

What We Are Doing.

We took immediate steps to address and contain the incident after discovery and have notified law enforcement. With the assistance of our third-party experts, we have deployed additional security measures to further strengthen the security of our network. We also conducted dark web monitoring and have not identified any evidence of fraud or misuse at this time. <Variable 4>.

As we explained in our August 25, 2023 update regarding the incident, we have retained Kroll, a global leader in risk mitigation and response, to provide you two years of complimentary credit monitoring and identity theft protection services where available. Please consult that email for details on how to activate and take advantage of your identity monitoring services. You have until November 18, 2023 to activate these services. If you have any additional questions about

these services, please contact Rachael Ferranti at rachael.ferranti@foundryco.com or Brogan Sittema at brogan.sittema@idg.com.

What You Can Do.

We encourage you to contact Kroll and take advantage of the credit monitoring and identity theft protection services that we are offering to you free of charge. In addition, you should remain vigilant for incidents of fraud, identity theft, and errors by regularly reviewing your account statements for any unauthorized activity and monitoring free credit reports over the next twelve to twenty-four months.

For More Information.

We take our responsibility to protect your personal information extremely seriously. We will continue to take all appropriate steps to keep information safe and continually enhance our posture, policies, and processes.

Sincerely,

Kumaran Ramanathan
President

STEPS YOU CAN TAKE TO PROTECT YOUR INFORMATION

Under U.S. law, a consumer is entitled to one free credit report annually from each of the three major credit reporting bureaus, Equifax, Experian, and TransUnion. To order a free credit report, visit www.annualcreditreport.com or call, toll-free, 1-877-322-8228. Consumers may also directly contact the three major credit reporting bureaus listed below to request a free copy of their credit report.

Consumers have the right to place an initial or extended “fraud alert” on a credit file at no cost. An initial fraud alert is a one-year alert that 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 consumers are the victim of identity theft, they are entitled to an extended fraud alert, which is a fraud alert lasting seven years. Should consumers wish to place a fraud alert, please contact any of the three major credit reporting bureaus listed below.

As an alternative to a fraud alert, consumers have the right to place a “credit freeze” on a credit report, which will prohibit a credit bureau from releasing information in the credit report without the consumer’s express authorization. The credit freeze is designed to prevent credit, loans, and services from being approved in a consumer’s name without consent. However, consumers should be aware that using a credit freeze to take control over who gets access to the personal and financial information in their credit report may delay, interfere with, or prohibit the timely approval of any subsequent request or application they make regarding a new loan, credit, mortgage, or any other account involving the extension of credit. Pursuant to federal law, consumers cannot be charged to place or lift a credit freeze on their credit report.

Should consumers wish to place a credit freeze or fraud alert, please contact the three major credit reporting bureaus listed below:

Equifax 1-800-525-6285 P.O. Box 740241 Atlanta, GA 30374-0241 https://www.equifax.com/personal	Experian 1-888-397-3742 P.O. Box 2104 Allen, TX 75013-0949 https://www.experian.com	TransUnion Corp 1-800-888-4213 P.O. Box 2000 Chester, PA 19016 https://www.transunion.com
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Additional Information

Consumers may further educate themselves regarding identity theft, fraud alerts, credit freezes, and the steps they can take to protect your personal information by contacting the consumer reporting bureaus, the Federal Trade Commission, or their state attorney general. The Federal Trade Commission may be reached at: 600 Pennsylvania Avenue NW, Washington, D.C. 20580; www.identitytheft.gov; 1-877-ID-THEFT (1-877-438-4338); and TTY: 1-866-653-4261. The Federal Trade Commission also encourages those who discover that their information has been misused to file a complaint with them. Consumers can obtain further information on how to file such a complaint by way of the contact information listed above. Consumers have the right to file a police report if they ever experience identity theft or fraud. Please note that in order to file a report with law enforcement for identity theft, consumers will likely need to provide some

proof that they have been a victim. Instances of known or suspected identity theft should also be reported to law enforcement and the relevant state attorney general. This notice has not been delayed by law enforcement.

For Colorado and Illinois residents, information may be obtained from the Federal Trade Commission and the credit reporting agencies about fraud alerts and security freezes.

For Massachusetts residents, consumers have the right to obtain a police report regarding this incident. Consumers that are victim of identity theft also have the right to file a police report and obtain a copy of it.

For North Carolina residents, the North Carolina Attorney General may be contacted at: 9001 Mail Service Center, Raleigh, NC 27699-9001; 1-877-566-7226 or 1-919-716-6000; and www.ncdoj.gov.

For New York residents, the New York Attorney General may be contacted at: Office of the Attorney General, The Capitol, Albany, NY 12224-0341; 1-800-771-7755; or <https://ag.ny.gov>.