

[COMPANY LOGO]

<<Return Mail Address>>

30863

<<Date>>

<<Name 1>> <<Name 2>>

<<Address 1>>

<<Address 2>>

<<City>>, <<State>> <<Zip>>

Dear <<Name 1>> <<Name 2>>:

Ben E. Keith Company (“Ben E. Keith”) is writing to inform you of an event that may affect the privacy of some of your information. This letter provides information about the resources available to you to help protect your information from possible misuse, should you feel it is appropriate to do so. We are offering you 24 months of complimentary credit monitoring and identity theft protection through LifeLock; enrollment instructions are on the following pages. Please note, Massachusetts law restricts the content permissible in this notification.

Below are complimentary identity monitoring enrollment instructions for 24 months of monitoring provided at no cost to you. Additionally, should you wish to place a free fraud alert or security freeze on your credit file, resources and instructions are detailed in the “Monitor Your Accounts” section.

Enroll in Monitoring Services

To activate your LifeLock membership online and get protection at no cost to you:

1. In your web browser, go directly to <https://us.norton.com/offers?expid=LL-DEF-CHOICE&promocode=BEK2310>
2. Below the THREE protection plan boxes, you may enter the **Promo Code:** <<PROMO CODE>> and click the “**APPLY**” button.
3. Your complimentary offer is presented. Click the Orange “**START MEMBERSHIP**” button.
4. A Popup will appear to enter your Member ID <<MEMBER ID>> and click “**APPLY**”
5. Once enrollment is completed, you will receive a confirmation email (*be sure to follow ALL directions in this email*).

Alternatively, to activate your membership over the phone, please call: 1-800-899-0180

You will have until February 29, 2024 to enroll in this service.

Once you have completed the LifeLock enrollment process, the service will be in effect. Your **LifeLock Defender™ Choice** membership includes:

- ✓ Primary Identity Alert System[†]
- ✓ 24/7 Live Member Support
- ✓ Dark Web Monitoring^{**}
- ✓ Norton™ Security Deluxe² (90 Day Free Subscription)
- ✓ Stolen Funds Reimbursement up to \$25,000^{†††}
- ✓ Personal Expense Compensation up to \$25,000^{†††}
- ✓ Coverage for Lawyers and Experts up to \$1 million^{†††}
- ✓ U.S.-Based Identity Restoration Team
- ✓ One-Bureau Credit Monitoring^{1**}
- ✓ Annual One-Bureau Credit Report & Credit Score^{1**}

The credit score provided is a VantageScore 3.0 credit score based on Equifax data. Third parties use many different types of credit scores and are likely to use a different type of credit score to assess your creditworthiness.

Monitor Your Accounts

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 1-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. To request a credit freeze, individuals may need to provide some or all of the following information:

1. Full name (including middle initial as well as Jr., Sr., II, III, etc.);
2. Social Security number;
3. Date of birth;
4. Addresses for the prior two to 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, etc.); and
7. A copy of either the police report, investigative report, or complaint to a law enforcement agency concerning identity theft if they are a victim of identity theft.

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

Equifax—www.equifax.com and 1-888-298-0045

Experian—www.experian.com and 1-888-397-3742

TransUnion—www.transunion.com and 1-800-916-8800

Additional Information

Consumers may further educate themselves regarding identity theft, fraud alerts, credit freezes, and the steps they can take to protect their 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, DC 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 state Attorney General.

Under Massachusetts law, you have the right to obtain any police report filed in regard to this matter. If you are the victim of identity theft, you also have the right to file a police report and obtain a copy of it.

For More Information

We understand that you may have questions that are not addressed in this letter. If you have additional questions or concerns, please contact our dedicated assistance line at 888-562-4169 Monday through Friday from 9:00 a.m. to 9:00 p.m. Eastern Time (excluding major U.S. holidays). Entendemos que puede tener preguntas que no se abordan en esta carta. Si tiene preguntas o inquietudes adicionales, comuníquese con nuestra línea de asistencia exclusiva al 888-562-4169. Nuestros especialistas en llamadas dedicados hablan español. You may also write to Ben E. Keith Company at Attn: Cindy Park. 601 East 7th Street, Fort Worth, TX 76102

Sincerely,

Ben E. Keith Company