

IMS  
c/o <cruise line>  
245 Commerce Blvd  
Liverpool NY 13088



<name>  
<address>  
<city, st zip>

May 7, 2021

## Notice of Data Breach

Dear <name>,

We want to let you know about a cyber event that we recently identified and quickly shut down, which may have impacted some of your personal information.

### **What Happened?**

Unauthorized third-party access to a limited number of email accounts was detected on March 19, 2021. We acted quickly to shut down the event and prevent further unauthorized access. A leading cybersecurity firm was engaged to investigate the matter, and appropriate regulators were notified.

### **What Information Was Involved?**

It appears that in mid-March, the unauthorized third-party gained access to certain personal information relating to some of our guests, employees and crew. The impacted information includes data routinely collected during the guest experience and travel booking process or through the course of employment or providing services to the Company, including COVID or other safety testing. That information may include names, addresses, phone numbers, passport numbers, dates of birth, health information and in some limited instances additional personal information, such as Social Security or national identification numbers.

There is evidence indicating a low likelihood of the data being misused.

### **What We Are Doing.**

As part of our ongoing security operations, we regularly review our security and privacy policies and procedures and implement changes when needed to enhance our information security and privacy program and controls.

For the benefit of those whose personal information may have been impacted, we are also offering individuals free credit monitoring and identity theft detection services for 12 months.

## **What You Can Do.**

It is always a good idea to remain vigilant against threats of identity theft or fraud. You can do this by regularly reviewing and monitoring your account statements and credit history for any signs of unauthorized transactions or activity.

While we have no reason to suspect that your information is being misused, if you ever suspect that you are the victim of identity theft or fraud, you can contact your local police. Additional information is in the attached Appendix A.

It is also always a good idea to be alert for “phishing” emails or other attempts by someone who acts like they know you, or are a company that you may do business with, and requests sensitive information over email or phone. This might include your password, Social Security number, national identification number or financial account information.

## **For More Information.**

Should you have questions, or if you would like to discuss the matter further, please contact us at the U.S. toll-free number +1 (888) 905-0687 between the hours of 9 a.m. to 9 p.m. Eastern Time (ET), Monday through Friday. Individuals outside the U.S. may email questions to [cruisedataevent@cyberscout.com](mailto:cruisedataevent@cyberscout.com), as well as request that a call center representative respond back by phone.

Sincerely,

A handwritten signature in black ink that reads "Jennifer Garone". The signature is written in a cursive, flowing style.

Jennifer Garone  
Senior Director of Privacy

## **Appendix A – Information for U.S. Residents**

### **CREDIT MONITORING**

We are providing you with access to Single Bureau Credit Monitoring/Single Bureau Credit Report/Single Bureau Credit Score/Cyber Monitoring\* services at no charge. These services provide you with alerts for 12 months from the date of enrollment when changes occur to your Experian credit file. This notification is sent to you the same day that the change or update 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 that you become a victim of fraud, as well as a \$1,000,000 insurance reimbursement policy.

#### **HOW DO I ENROLL FOR THE FREE SERVICES?**

To enroll in Credit Monitoring\* services at no charge, please log on to <https://www.myidmanager.com> and follow the instructions provided. When prompted, please provide the following unique code to receive services: <unique code>

In order for you to receive the monitoring services described above, you must enroll by December 4, 2021.

For guidance with the services, or to obtain additional information about these services during or after enrollment, please contact Cyberscout at the U.S. toll-free number +1 (888) 905-0687 between the hours of 9 a.m. to 9 p.m. Eastern Time (ET), Monday through Friday.

### **ADDITIONAL INFORMATION**

To protect against possible fraud, identity theft or other financial loss, you should always remain vigilant to review your account statements and to monitor your credit reports. Provided below are the names and contact information for the three major U.S. credit bureaus and additional information about steps you can take to obtain a free credit report and place a fraud alert or security freeze on your credit report. If you believe you are a victim of fraud or identity theft, you can contact your local law enforcement agency, your state's attorney general or the Federal Trade Commission (FTC). Please know that contacting us will not expedite any remediation of suspicious activity.

#### **INFORMATION ON OBTAINING A FREE CREDIT REPORT**

U.S. residents are entitled under U.S. law to one free credit report annually from each of the three major credit bureaus. To order your free credit reports, visit [www.annualcreditreport.com](http://www.annualcreditreport.com) or call toll-free from the U.S. at +1 (877) 726-1014.

#### **INFORMATION ON IMPLEMENTING A FRAUD ALERT OR SECURITY FREEZE**

You may contact any one of the three major credit bureaus at the addresses below 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.

A security freeze prohibits a credit reporting agency from releasing any information from a consumer's credit report without written 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, credit, mortgages, employment, housing or other services.

A credit reporting agency may not charge you to place, temporarily lift, or permanently remove a security freeze.

To place a fraud alert or security freeze on your credit report, you must contact the three credit bureaus below:

Equifax: Consumer Fraud Division P.O. Box 740256 Atlanta, GA 30374 +1 (888) 766-0008 <a href="http://www.equifax.com">www.equifax.com</a>	Experian: Credit Fraud Center P.O. Box 9554 Allen, TX 75013 +1 (888) 397-3742 <a href="http://www.experian.com">www.experian.com</a>	TransUnion: TransUnion LLC P.O. Box 2000 Chester, PA 19022-2000 +1 (800) 680-7289 <a href="http://www.transunion.com">www.transunion.com</a>
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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. If you have moved in the past five (5) years, the addresses where you have lived over those prior five (5) years;
5. Proof of current address such as a current utility bill or telephone bill; and
6. A legible photocopy of a government-issued identification card (state driver's license or ID card, military identification, etc.).

You may also contact the FTC for further information on fraud alerts, security freezes, and how to protect yourself from identity theft. The FTC can be contacted at 400 7th St. SW, Washington, DC 20024; by telephone at +1 (877) 382-4357; or at [www.consumer.gov/idtheft](http://www.consumer.gov/idtheft).

## ADDITIONAL RESOURCES

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.

**California Residents:** Visit the California Office of Privacy Protection (<https://oag.ca.gov/privacy>) for additional information on protection against identity theft.

**Iowa Residents:** The Attorney General can be contacted at the Office of Attorney General of Iowa, Hoover State Office Building, 1305 E. Walnut Street, Des Moines, Iowa 50319; by telephone at +1 (515) 281-5164; or at [www.iowaattorneygeneral.gov](http://www.iowaattorneygeneral.gov).

**Kentucky Residents:** The Attorney General can be contacted at the Office of the Attorney General of Kentucky, 700 Capitol Avenue, Suite 118 Frankfort, Kentucky 40601; by telephone at +1 (502) 696-5300; or at [www.ag.ky.gov](http://www.ag.ky.gov).

**Maryland Residents:** The Attorney General can be contacted at the Office of Attorney General, 200 St. Paul Place, Baltimore, Maryland 21202; by telephone at +1 (888) 743-0023; or at [www.oag.state.md.us](http://www.oag.state.md.us).

**Massachusetts Residents:** Under Massachusetts law, you have the right to obtain any police report filed in connection to the 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.

**North Carolina Residents:** The Attorney General can be contacted at 9001 Mail Service Center, Raleigh, North Carolina 27699-9001; by telephone at +1 (919) 716-6400; or at [www.ncdoj.gov](http://www.ncdoj.gov).

**New Mexico Residents:** You have rights under the federal Fair Credit Reporting Act (FCRA), which governs the collection and use of information pertaining to you by consumer reporting agencies. For more information about your rights under the FCRA, please visit [www.consumer.ftc.gov/articles/pdf-0096-fair-credit-reporting-act.pdf](http://www.consumer.ftc.gov/articles/pdf-0096-fair-credit-reporting-act.pdf) or [www.ftc.gov](http://www.ftc.gov).

**Oregon Residents:** The Attorney General can be contacted at the Oregon Department of Justice, 1162 Court Street NE, Salem, Oregon 97301-4096; by telephone at +1 (877) 877-9332 (toll-free in Oregon) and +1 (503) 378-4400; or at [www.doj.state.or.us](http://www.doj.state.or.us).

**Rhode Island Residents:** The Attorney General can be contacted at 150 South Main Street, Providence, Rhode Island 02903; by telephone at +1 (401) 274-4400; or at [www.riag.ri.gov](http://www.riag.ri.gov). You may also file a police report by contacting local or state law enforcement agencies.

\* Services marked with an asterisk (\*) require an internet connection and e-mail account and may not be available to minors under 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.