

M0938-L03-0000003 T00001 P001 ********SCH 5-DIGIT 12345
SAMPLE A SAMPLE - L03 ALL OTHER STATES
APT ABC
123 ANY STREET
ANYTOWN, ST 12345-6789

NOTICE OF DATA BREACH

Dear Sample A. Sample:

We are writing to notify you of a recent security incident that may have involved your personal information. At Pioneer Blue Balloon, LLC ("Pioneer"), we take the privacy and security of your information very seriously, and we regret to inform you of this breach.

What Happened:

On July 23, 2024, we discovered that an unauthorized individual gained access to our systems and may have acquired certain personal information. On August 27, 2024, we confirmed that there was a breach of our system that included your information and as soon as we became aware of the situation, we took immediate steps to secure our systems and launched a thorough investigation.

What Information Was Involved:

Based on our investigation, the personal information that may have been compromised includes full names, addresses, and Social Security numbers. Not all of this information may have been affected for each individual, but we wanted to notify you promptly so that you can take appropriate precautions.

What We Are Doing:

We have taken the following actions to mitigate this incident and protect your personal information:

- We have isolated the affected systems, engaged cybersecurity experts, and notified law enforcement, and took steps to enhance our security protocols.
- To help protect your identity, we are offering complimentary access to Experian IdentityWorksSM for twenty-four (24) months.

Please note that Identity Restoration is available to you for 24 months from the date of this letter and does not require any action on your part at this time. The Terms and Conditions for this offer are located at www.ExperianIDWorks.com/restoration.

While identity restoration assistance is <u>immediately available to you</u>, we also encourage you to activate the fraud detection tools available through Experian IdentityWorks as a complimentary 24-month membership. This product provides you with superior identity detection and resolution of identity theft. To start monitoring your personal information, please follow the steps below:

- Ensure that you **enroll by** December 31, 2024 (Your code will not work after this date.)
- Visit the Experian IdentityWorks website to enroll: https://www.experianidworks.com/credit
- Provide your activation code: ABCDEFGHI

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If you have questions about the product, need assistance with Identity Restoration that arose as a result of this incident, or would like an alternative to enrolling in Experian Identity Works online, please contact Experian's customer care team at 833-918-7884 by December 31, 2024 (5:59 UTC). Be prepared to provide engagement number B132075 as proof of eligibility for the Identity Restoration services by Experian.

What You Can Do:

We recommend that you take the following actions to protect your personal information:

- Monitor Your Financial Accounts: Review your bank, credit card, and other financial account statements for any unusual activity, and report any suspicious transactions to your financial institution.
- Place a Fraud Alert or Credit Freeze: You can place a fraud alert or a security freeze on your credit file with the major credit reporting agencies. Their contact information is provided below:

Equifax

P.O. Box 105069 Atlanta, GA 30348 1-800-525-6285 www.equifax.com

Experian

P.O. Box 9554 Allen, TX 75013 1-888-397-3742 www.experian.com

TransUnion

P.O. Box 2000 Chester, PA 19016 1-800-680-7289 www.transunion.com

- **Obtain a Free Credit Report:** Under federal law, you are entitled to one free credit report annually from each of the three major credit reporting agencies. You can request your free report at www.annualcreditreport.com or by calling 1-877-322-8228.
- **Review Your Health Information:** If your health or medical information was affected, consider reviewing any relevant records for unusual activity.

For More Information:

We deeply regret any inconvenience or concern this incident may cause. If you have any questions or require further information, please contact our dedicated support line at 833-918-7884 Monday through Friday from 8am to 8pm Central Time.

Sincerely,

Pioneer Blue Balloon, LLC 833-918-7884

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