



Return Mail Processing
PO Box 999
Suwanee, GA 30024

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SAMPLE A. SAMPLE - L01

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ANYTOWN, US 12345-6789



January 18, 2023

RE: NOTICE OF DATA EVENT

Dear Sample A. Sample:

Samuels & Son Seafood Co., Inc. (“Samuels & Son”) writes to notify you of a recent event that may affect the privacy of certain information related to you. We write to provide you with information about the event, our response, and the resources available to assist you with safeguarding your information, should you feel it appropriate to do so. Please know that safeguarding the personal information in our care is important to us, and we have been working diligently to investigate and respond to this event.

What Happened? On or around December 20, 2022, Samuels & Son first identified technical issues affecting certain systems within our computer environment. In response, we promptly took steps to respond and secure the environment and launched a thorough investigation to determine the full nature and scope of the event. The teams worked around the clock to restore operations, examine the activity, and assess any risk to information in our environment as a result of the event.

The investigation confirmed that an unauthorized individual accessed our environment between December 1, 2022 and December 20, 2022, and downloaded certain information. Given that certain information was taken without authorization, we undertook a diligent review of this data to determine the types of information and to whom the information related. We then worked diligently to review our internal records to identify the necessary contact information so that we could provide notification to impacted individuals. We completed those efforts on or around January 11, 2023, and worked to provide notification as quickly as possible thereafter. You are receiving this letter because your information was present in the files identified as affected by this event.

What Information Was Involved? Our investigation determined that the information related to you that may have been impacted as a result of this event includes your name, driver’s license number, financial account information, and Social Security number.

What We Are Doing. Samuels & Son takes this event and the obligation to safeguard the information in our care very seriously. After identifying the suspicious activity, we took steps to confirm our system security, and conducted a comprehensive investigation of the event to confirm its nature, scope, and impact. We also promptly notified federal law enforcement regarding the

event. Further, as part of our ongoing commitment to the privacy and security of personal information in our care, we instituted additional security measures to better protect against future similar events. We are also reviewing and enhancing our existing procedures relating to data protection and security and providing additional training to employees regarding data security. We are also notifying relevant regulatory authorities, as required.

As an added precaution we are offering you access to twenty-four (24) months of credit monitoring and identity theft protection services through Experian at no cost to you. If you wish to activate these services, please follow the instructions included in the attached *Steps You Can Take to Help Protect Personal Information*. We encourage you to enroll in these services as we are unable to act on your behalf to do so.

What You Can Do. We encourage you to remain vigilant against incidents of identity theft and fraud by reviewing your account statements. We also encourage you to monitor your free credit reports for suspicious activity and to detect errors; promptly report incidents of suspected identity theft to your credit card company and/or bank. Lastly, we encourage you to review the enclosed *Steps You Can Take to Help Protect Personal Information* and activate the complimentary identity monitoring services we are offering to you.

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 call our dedicated assistance line at 1-877-769-5553 toll-free Monday through Friday from 9 a.m. to 11 p.m. Eastern Time, or Saturday and Sunday from 11 a.m. to 8 p.m. Eastern Time (excluding major U.S. holidays).

We sincerely regret any inconvenience or concern this event may cause.

Sincerely,

A handwritten signature in black ink that reads "Sam D'Angelo". The signature is written in a cursive style with a long horizontal flourish extending to the right.

Sam D'Angelo
Owner
Samuels & Son Seafood Co. Inc.

STEPS YOU CAN TAKE TO HELP PROTECT PERSONAL INFORMATION

Enroll in Offered Monitoring Services

To help protect your identity, we are offering complimentary access to Experian's® IdentityWorksSM for twenty-four (24) months. This product provides you with superior identity detection and resolution of identity theft. To activate your membership and start monitoring your personal information please follow the steps below:

- Ensure that you **enroll by: April 30, 2023** (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**

If you believe there was fraudulent use of your information and would like to discuss how you may be able to resolve those issues, please reach out to an Experian agent at 1-877-769-5553. If, after discussing your situation with an agent, it is determined that Identity Restoration support is needed, then an Experian Identity Restoration agent is available to work with you to investigate and resolve each incident of fraud that occurred (including, as appropriate, helping you with contacting credit grantors to dispute charges and close accounts; assisting you in placing a freeze on your credit file with the three major credit bureaus; and assisting you with contacting government agencies to help restore your identity to its proper condition).

Please note that this Identity Restoration support is available to you for twenty-four (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. You will also find self-help tips and information about identity protection at this site.

If you have questions about the product, need assistance with identity restoration or would like an alternative to enrolling in Experian IdentityWorks online, please contact Experian's customer care team at 1-877-769-5553 by **April 30, 2023**. Please be prepared to provide engagement number **B084075** as proof of eligibility for the identity restoration services by Experian.

ADDITIONAL DETAILS REGARDING YOUR 24-MONTHS OF EXPERIAN IDENTITYWORKS MEMBERSHIP

A credit card is **not** required for enrollment in Experian IdentityWorks.

You can contact Experian **immediately** regarding any fraud issues, and have access to the following features once you enroll in Experian IdentityWorks:

- **Experian credit report at signup:** See what information is associated with your credit file. Daily credit reports are available for online members only.*
- **Credit Monitoring:** Actively monitors Experian file for indicators of fraud.
- **Identity Restoration:** Identity Restoration agents are immediately available to help you address credit and non-credit related fraud.
- **Experian IdentityWorks ExtendCARE™:** You receive the same high-level of Identity Restoration support even after your Experian IdentityWorks membership has expired.
- **Up to \$1 Million Identity Theft Insurance**:** Provides coverage for certain costs and unauthorized electronic fund transfers.

* Offline members will be eligible to call for additional reports quarterly after enrolling

** The Identity Theft Insurance is underwritten and administered by American Bankers Insurance Company of Florida, an Assurant company. Please refer to the actual policies for terms, conditions, and exclusions of coverage. Coverage may not be available in all jurisdictions.

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 your free credit report, visit www.annualcreditreport.com or call, toll-free, 1-877-322-8228. You may also directly contact the three major credit reporting bureaus listed below to request a free copy of your 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 you are a victim of identity theft, you are entitled to an extended fraud alert, which is a fraud alert lasting seven years. Should you wish to place a fraud alert, please contact any one 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 your name without your consent. However, you should be aware that using a credit freeze to take control over who gets access to the personal and financial information in your credit report may delay, interfere with, or prohibit the timely approval of any subsequent request or application you make regarding a new loan, credit, mortgage, or any other account involving the extension of credit. Pursuant to federal law, you cannot be charged to place or lift a credit freeze on your credit report. To request a security freeze, you will need to provide 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 you are a victim of identity theft.

Should you wish to place a credit freeze, please contact the three major credit reporting bureaus listed below:

Equifax	Experian	TransUnion
https://www.equifax.com/personal/credit-report-services/	https://www.experian.com/help/	https://www.transunion.com/credit-help
1-888-298-0045	1-888-397-3742	1-833-395-6938
Equifax Fraud Alert, P.O. Box 105069 Atlanta, GA 30348-5069	Experian Fraud Alert, P.O. Box 9554, Allen, TX 75013	TransUnion Fraud Alert, P.O. Box 2000, Chester, PA 19016
Equifax Credit Freeze, P.O. Box 105788 Atlanta, GA 30348-5788	Experian Credit Freeze, P.O. Box 9554, Allen, TX 75013	TransUnion Credit Freeze, P.O. Box 160, Woodlyn, PA 19094

Additional Information

You may further educate yourself regarding identity theft, fraud alerts, credit freezes, and the steps you can take to protect your personal information by contacting the consumer reporting bureaus, the Federal Trade Commission, or your 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. You can obtain further information on how to file such a complaint by way of the contact information listed above. You have the right to file a police report if you ever experience identity theft or fraud. Please note that in order to file a report with law enforcement for identity theft, you will likely need to provide some proof that you have been a victim. Instances of known or suspected identity theft should also be reported to law enforcement and your state Attorney General. This notice has not been delayed by law enforcement.