

**INSERT LETTERHEAD, INCLUDING RETURN ADDRESS****[Date], 2021*****Via Physical Mail***

[ INSERT NAME ]

[ INSERT ADDRESS ]

[ INSERT CITY, STATE, ZIP ]

**Notice of Data Privacy Incident**Dear **INSERT NAME**,

Southern Eagle Distributing Inc. (“Southern Eagle”) is writing to inform you of a recent data privacy incident occurred on or about May 18, 2021. The incident may have resulted in the potential compromise of some of your data. This letter contains information about the incident and information about how to protect your personal information going forward. Southern Eagle considers the protection of sensitive information a top priority, and sincerely apologizes for any inconvenience as a result of the incident.

**What Happened**

On or about May 18, 2021, Southern Eagle discovered that an unauthorized individual accessed the Southern Eagle’s environment. Upon detecting the unauthorized access, Southern Eagle immediately terminated the unauthorized access, and promptly started an investigation. Specifically, Southern Eagle engaged a specialized independent cybersecurity firm to conduct an investigation to determine the nature and scope of the Incident. This investigation concluded on or about June 15, 2021 and revealed that unauthorized access occurred to Southern Eagle’s servers. Shortly thereafter, Southern Eagle launched an internal investigation to obtain contact information regarding the potentially affected individuals, and concluded that your information has been potentially impacted by this incident.

**What Information Was Involved**

Based on the investigation, the unauthorized individual may have had access to one or more of the following data elements: your name, social security number, checking/saving account numbers, and driver’s license.

**What We Are Doing**

Southern Eagle promptly engaged a specialized cybersecurity firm to conduct an investigation of the incident. Since the incident, Southern Eagle has greatly enhanced its security, including changing

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passwords and installing additional security on its systems. Additionally, Southern Eagle has also obtained complimentary credit monitoring for all affected individuals. Southern Eagle encourages you to take advantage of the complimentary credit monitoring services as outlined below.

### **What You Can Do**

Southern Eagle recommends that you continue to remain vigilant in monitoring your personal information. The easiest way to do this is to take advantage of the complimentary credit monitoring and identity theft services Southern Eagle is offering to you. Details regarding these services are included in a separate attachment to this letter, which include the type of services offered, your activation code and the due date to activate the code.

There are additional steps you can take to protect yourself which are contained in the supplement to this letter titled “*Additional Important Information*”.

### **More Information**

The protection of your information is a top priority, and we sincerely regret any concern or inconvenience that this matter may cause. If you have any questions, please do not hesitate to call [PHONE NUMBER] Monday through Friday, between 8:00 AM and 5:00 PM Pacific Standard Time.

Sincerely,

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Paul Trabulsky  
Vice President / CFO  
Southern Eagle Distributing Inc.

### ***Additional Important Information***

**For residents of Hawaii, Michigan, Missouri, Virginia, Vermont, and North Carolina:** It is recommended by state law that you remain vigilant for incidents of fraud and identity theft by

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reviewing credit card account statements and monitoring your credit report for unauthorized activity.

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**For residents of Illinois, Iowa, Maryland, Missouri, North Carolina, Oregon, and West Virginia:**

It is required by state laws to inform you that you may obtain a copy of your credit report, free of charge, whether or not you suspect any unauthorized activity on your account. You may obtain a free copy of your credit report from each of the three nationwide credit reporting agencies. To order your free credit report, please visit [www.annualcreditreport.com](http://www.annualcreditreport.com), or call toll-free at 1-877-322-8228. You can also order your annual free credit report by mailing a completed Annual Credit Report Request Form (available at <https://www.consumer.ftc.gov/articles/0155-free-credit-reports>) to: Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA, 30348-5281.

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**For residents of Iowa:**

State law advises you to report any suspected identity theft to law enforcement or to the Attorney General.

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**For residents of Oregon:**

State laws advise you to report any suspected identity theft to law enforcement, including the Attorney General, and the Federal Trade Commission.

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**For residents of Maryland, Rhode Island, Illinois, New York, and North Carolina:**

You can obtain information from the Maryland and North Carolina Offices of the Attorney General and the Federal Trade Commission about fraud alerts, security freezes, and steps you can take toward preventing identity theft.

**Maryland Office of the Attorney General** Consumer Protection Division 200, St. Paul Place Baltimore, MD 21202 1-888-743-0023 [www.oag.state.md.us](http://www.oag.state.md.us)

**Rhode Island Office of the Attorney General** Consumer Protection 150 South Main Street, Providence RI 02903 1-401-274-4400 [www.riag.ri.gov](http://www.riag.ri.gov)

**North Carolina Office of the Attorney General** Consumer Protection Division, 9001 Mail Service Center Raleigh, NC 27699-9001 1-877-566-7226 [www.ncdoj.com](http://www.ncdoj.com)

**Federal Trade Commission** Consumer Response Center, 600 Pennsylvania Ave, NW Washington, DC 20580 1-877-IDTHEFT (438-4338) [www.ftc.gov/idtheft](http://www.ftc.gov/idtheft)

**New York Office of Attorney General** Consumer Frauds & Protection, The Capitol Albany, NY 12224 1-800-771-7755 <https://ag.ny.gov/consumer-frauds/identity-theft>

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**For residents of Massachusetts:** It is required by state law that you are informed of your right to obtain a police report if you are a victim of identity theft

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**For residents of all states:**

**Fair Credit Reporting Act:** You are also advised that you may have additional rights under the federal Fair Credit Reporting Act.

**Fraud Alerts:** You can place fraud alerts with the three credit bureaus by phone and online with Equifax ([https://assets.equifax.com/assets/personal/Fraud\\_Alert\\_Request\\_Form.pdf](https://assets.equifax.com/assets/personal/Fraud_Alert_Request_Form.pdf)); TransUnion (<https://www.transunion.com/fraud-alerts>); or Experian (<https://www.experian.com/fraud/center.html>). A fraud alert tells creditors to follow certain procedures, including contacting you, before they open any new accounts or change your existing accounts. For that reason, placing a fraud alert can protect you, but also may delay you when you seek to obtain credit. As of September 21, 2018, initial fraud alerts last for one

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year. Victims of identity theft can also get an extended fraud alert for seven years. The phone numbers for all three credit bureaus are at the bottom of this page.

**Monitoring:** You should always remain vigilant and monitor your accounts for suspicious or unusual activity.

**Security Freeze:** You also have the right to place a security freeze on your credit report. A security freeze is intended to prevent credit, loans, and services from being approved in your name without your consent. To place a security freeze on your credit report, you need to make a request to each consumer reporting agency. You may make that request by certified mail, overnight mail, regular stamped mail, or by following the instructions found at the websites listed below. The following information must be included when requesting a security freeze (note that if you are requesting a credit report for your spouse or a minor under the age of 16, this information must be provided for him/her as well): (1) full name, with middle initial and any suffixes; (2) Social Security number; (3) date of birth; (4) current address and any previous addresses for the past five years; and (5) any applicable incident report or complaint with a law enforcement agency or the Registry of Motor Vehicles. The request must also include a copy of a government-issued identification card and a copy of a recent utility bill or bank or insurance statement. It is essential that each copy be legible, display your name and current mailing address, and the date of issue. As of September 21, 2018, it is free to place, lift, or remove a security freeze. You may also place a security freeze for children under the age of 16. You may obtain a free security freeze by contacting any one or more of the following national consumer reporting agencies:

**Equifax Security Freeze**

P.O. Box 105788

Atlanta, GA 30348

[\(800\)-525-6285](tel:(800)525-6285)<https://www.equifax.com/personal/credit-report-services/credit-freeze/>**Experian Security Freeze**

P.O. Box 9554

Allen, TX 75013

[\(888\)-397-3742](tel:(888)397-3742)[www.experian.com/freeze](http://www.experian.com/freeze)**TransUnion (FVAD)**

P.O. Box 2000

Chester, PA 19022

[\(800\)-680-7289](tel:(800)680-7289)[freeze.transunion.com](http://freeze.transunion.com)

More information can also be obtained by contacting the Federal Trade Commission listed above.

# **INSERT INSTRUCTION SHEET PROVIDED BY THE VENDOR**

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