

Health Formula Inc.

C/O ID Experts
P.O. Box 1907
Suwanee, GA 30024

<<First Name>> <<Last Name>>

<<Address1>> <<Address2>>

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

October 29, 2020

Re: Notice of Data Security Incident

Dear <<First Name>> <<Last Name>>,

We are writing to inform you of a potential data security incident that may have affected your personal information. First Health Formula Inc., (“Health Formula”) takes the privacy and security of your personal information very seriously. You ordered one of our nutritional supplements from us in the past. We are sending you this letter to notify you about this incident and to inform you about steps you can take to protect your personal information.

What Happened: On June 5, 2020, we learned that payment card information may have been acquired without authorization from our website. We immediately initiated an investigation and engaged a digital forensics firm to assist with the investigation. Health Formula also took measures to enhance the security of the site. The investigation confirmed that payment card information was acquired without authorization from our website. On August 20, 2020, we learned that your payment card information was involved.

What Information Was Involved: The incident involved your name, email address, billing address, and payment card information, including expiration date, security code, and your [Card Brand] payment card number with the last four digits: [Last 4 digits].

What We Are Doing: As soon as we discovered the incident, we took the steps referenced above. In addition, we are providing you information about steps you can take to protect your personal information.

What You Can Do: You can follow the recommendations on the following page to protect your personal information. We encourage you to follow these steps to ensure protection of your personal information.

For More Information. If you have questions or need assistance, please contact IDExperts at : 1(833)-755-1021 Monday through Friday from 9 am - 9 pm Eastern Time. Our representatives are fully versed on this incident and can answer any questions you may have regarding the protection of your personal information.

Sincerely,



Amir Gladstone
President
Health Formula Inc.
398 E. Dania Beach Blvd.
Dania Beach, FL 33004

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Steps You Can Take to Further Protect Your Information

Review Your Account Statements and Notify Law Enforcement of Suspicious Activity: As a precautionary measure, we recommend that you remain vigilant by reviewing your account statements and credit reports closely. If you detect any suspicious activity on an account, you should promptly notify the financial institution or company with which the account is maintained. You also should promptly report any fraudulent activity or any suspected incidence of identity theft to proper law enforcement authorities, your state attorney general, and/or the Federal Trade Commission (FTC).

Copy of Credit Report: You may obtain a free copy of your credit report from each of the three major credit reporting agencies once every 12 months by visiting <http://www.annualcreditreport.com/>, calling toll-free 877-322-8228, or by completing an Annual Credit Report Request Form and mailing it to Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348. You can print this form at <https://www.annualcreditreport.com/cra/requestformfinal.pdf>. You also can contact one of the following three national credit reporting agencies:

TransUnion	Experian	Equifax	Free Annual Report
P.O. Box 1000 Chester, PA19016 1-800-909-8872 www.transunion.com	P.O. Box 9532 Allen, TX 75013 1-888-397-3742 www.experian.com	P.O. Box 105851 Atlanta, GA 30348 1-800-685-1111 www.equifax.com	P.O. Box 105281 Atlanta, GA 30348 1-877-322-8228 www.annualcreditreport.com

Fraud Alert: You may want to consider placing a fraud alert on your credit report. An initial fraud alert is free and will stay on your credit file for at least 90 days. The alert informs creditors of possible fraudulent activity within your report and requests that the creditor contact you prior to establishing any accounts in your name. To place a fraud alert on your credit report, contact any of the three credit reporting agencies identified above. Additional information is available at <http://www.annualcreditreport.com>.

Security Freeze: Under U.S. law, you have the right to put a security freeze on your credit file for up to one year at no cost. This will prevent new credit from being opened in your name without the use of a PIN number that is issued to you when you initiate the freeze. A security freeze is designed to prevent potential creditors from accessing your credit report without your consent. As a result, using a security freeze may interfere with or delay your ability to obtain credit. You must separately place a security freeze on your credit file with each credit reporting agency. In order to place a security freeze, you may be required to provide the consumer reporting agency with information that identifies you including your full name, Social Security number, date of birth, current and previous addresses, a copy of your state-issued identification card, and a recent utility bill, bank statement or insurance statement.

Additional Free Resources: You can obtain information from the consumer reporting agencies, the FTC or from your respective state Attorney General about fraud alerts, security freezes, and steps you can take toward preventing identity theft. You may report suspected identity theft to local law enforcement, including to the FTC or to the Attorney General in your state. Contact information for the FTC is: **Federal Trade Commission**, 600 Pennsylvania Ave, NW, Washington, DC 20580, www.consumer.ftc.gov or www.ftc.gov/idtheft, 1-877-438-4338. Residents of New York, Maryland, North Carolina, and Rhode Island can obtain more information from their Attorneys General using the contact information below.

New York Attorney General	Maryland Attorney General	District of Columbia Attorney General	North Carolina Attorney General	Rhode Island Attorney General
Bureau of Internet and Technology Resources 28 Liberty Street New York, NY 10005 ifraud@ag.ny.gov 1-212-416-8433	200 St. Paul Place Baltimore, MD 21202 oag.state.md.us 1-888-743-0023	441 4 th St NW #1100 Washington, DC 20001 https://oag.dc.gov/ 1-202-727-3400	9001 Mail Service Center Raleigh, NC 27699 ncdoj.gov 1-877-566-7226	150 South Main Street Providence, RI 02903 http://www.riag.ri.gov 401-274-4400

You also have certain rights under the Fair Credit Reporting Act (FCRA): These rights include knowing what is in your file; to dispute incomplete or inaccurate information; to have consumer reporting agencies correct or delete inaccurate, incomplete, or unverifiable information, as well as others. For more information about the FCRA, and your rights under the FCRA, please visit http://files.consumerfinance.gov/f/201504_cfpb_summary_your-rights-under-fcra.pdf