



Return Mail Processing  
PO Box 589  
Claysburg, PA 16625-0589

December 30, 2020

G0904-L01-0000001 T00001 P001 \*\*\*\*\*ALL FOR AADC 123



SAMPLE A SAMPLE - L01 STANDARD

APT ABC

123 ANY ST

ANYTOWN, US 12345-6789



## Re: Notice of Breach\_Var - Data/Security Event

Dear Sample A Sample:

Holiday Acquisition Holdings LLC (“Holiday Retirement” or “Holiday”) is writing to inform you of a recent data privacy event. This letter provides you with information about the event, our response, and steps you may take to better protect against possible misuse of personal information, should you feel it necessary to do so.

**What Happened?** On or around August 13, 2020, Holiday Retirement was notified by an owner of one of the senior housing communities operated by Holiday that the owner had experienced a business email compromise involving a single email account of one of the owner’s employees. The owner reported to Holiday that through its investigation it determined that information relating to Holiday was potentially affected by this incident. Upon learning of this incident, Holiday immediately commenced an investigation and reviewed the information that was reported to have been potentially accessible to an unauthorized party. Holiday determined that on five separate occasions in March and April of 2020, it had emailed a file containing summary business information relating to certain owners of communities operated by Holiday, and that inadvertently embedded within the files was certain limited information relating to individuals associated with properties managed by Holiday.

To date, the property owner that experienced the incident has not reported that any of the embedded data contained in the Holiday files was specifically accessed, viewed or taken by an unauthorized party. However, on October 19, 2020, the property owner reported that the email account was accessible to an unauthorized party between April 8, 2020 and May 9, 2020. Therefore, in an abundance of caution, Holiday notified the owners of the communities operated by Holiday that are affected by this incident and is notifying individuals whose personal information was embedded in the files at the time of the incident.

**What Information was Involved?** Based on Holiday’s investigation and the information provided by the property owner to date, the following types of your information were present in the affected email account at the time of the incident: your name and limited health information collected by Holiday as part of its COVID-19 screening protocols. As noted above, to date, the property owner has not reported that your specific information was accessed or acquired by the unknown actor, and we are unaware of any actual or attempted misuse of your personal information as a result of this incident.

0000001



G0904-L01

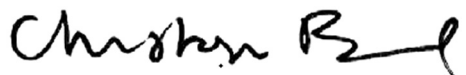
***What We Are Doing.*** The confidentiality, privacy, and security of information are among our highest priorities, and we take this incident very seriously. Holiday has worked diligently to gather further information from the property owner to better understand this incident. We notified affected property owners and are notifying potentially affected individuals and regulators as required. As part of our ongoing commitment to the security of information, we are also reviewing our existing policies and procedures, and are evaluating additional measures and safeguards to protect against this type of incident in the future.

***What You Can Do.*** Please review the enclosed **Steps You Can Take to Help Protect Your Information**, which contains information on what you may consider doing to better protect against possible misuse of your information.

***For More Information.*** We understand you may have questions that are not answered in this letter. If you have questions or concerns regarding this incident, please call (866) - 252 - 9553. Hours of operation - Monday through Friday, between 9:00 a.m. and 11:00 p.m. EST and Saturday and Sunday, between 11:00 a.m. and 8:00 p.m. EST. Please reference engagement # DB24535 when speaking with an agent.

We sincerely regret any inconvenience or concern this incident has caused.

Sincerely,

A handwritten signature in black ink, appearing to read "Christopher Bouchard". The signature is fluid and cursive, with a long horizontal stroke at the end.

Christopher Bouchard  
Chief Legal Officer  
Holiday Retirement

## Steps You Can Take to Help Protect Your Information

### Monitor Your Accounts

We encourage you to remain vigilant against incidents of identity theft and fraud, to review your account statements, and to monitor your credit reports for suspicious activity. Under U.S. law you are entitled to one free credit report annually from each of the three major credit reporting bureaus. To order your free credit report, visit [www.annualcreditreport.com](http://www.annualcreditreport.com) or call, toll-free, 1-877-322-8228. You may also contact the three major credit bureaus directly to request a free copy of your credit report.

You have the right to place a “security freeze” on your credit report, which will prohibit a consumer reporting agency from releasing information in your credit report without your express authorization. The security 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 security 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 security freeze on your credit report. Should you wish to place a security freeze, please contact the major consumer reporting agencies listed below:

#### **Experian**

PO Box 9554  
Allen, TX 75013  
1-888-397-3742

[www.experian.com/freeze/center.html](http://www.experian.com/freeze/center.html)

#### **TransUnion**

P.O. Box 160  
Woodlyn, PA 19016  
1-888-909-8872

[www.transunion.com/credit-freeze](http://www.transunion.com/credit-freeze)

#### **Equifax**

PO Box 105788  
Atlanta, GA 30348-5788  
1-800-685-1111

[www.equifax.com/personal/credit-report-services](http://www.equifax.com/personal/credit-report-services)

In order 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, provide the addresses where you have lived over the prior 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, military identification, etc.);
7. If you are a victim of identity theft, include a copy of either the police report, investigative report, or complaint to a law enforcement agency concerning identity theft.

As an alternative to a security freeze, you have the right to place an initial or extended “fraud alert” on your 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 agencies listed below:



**Experian**

P.O. Box 2002  
Allen, TX 75013  
1-888-397-3742

[www.experian.com/fraud/center.html](http://www.experian.com/fraud/center.html)

**TransUnion**

P.O. Box 2000  
Chester, PA 19106  
1-800-680-7289

[www.transunion.com/fraud-victim-resource/place-fraud-alert](http://www.transunion.com/fraud-victim-resource/place-fraud-alert)

**Equifax**

P.O. Box 105069  
Atlanta, GA 30348  
1-888-766-0008

[www.equifax.com/personal/credit-report-services](http://www.equifax.com/personal/credit-report-services)

**Additional Information**

You can further educate yourself regarding identity theft, fraud alerts, security freezes, and the steps you can take to protect yourself, by contacting the consumer reporting agencies, the Federal Trade Commission, or your state Attorney General. The Federal Trade Commission can be reached at: 600 Pennsylvania Avenue NW, Washington, DC 20580, [www.identitytheft.gov](http://www.identitytheft.gov), 1-877-ID-THEFT (1-877-438-4338); 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.