



[Insert Date]

Name  
Address  
City, ST Zip Code

**NOTICE OF DATA INCIDENT**

Dear Name,

I am writing on behalf of Ameriprise Financial, Inc. and its affiliates (“Ameriprise”) to inform you of a data security incident. Protecting your data remains our priority, and we are treating this situation with the highest level of care and attention.

**What Happened**

An unauthorized individual gained access to certain Ameriprise stored data and files, which may have included your personal information, and which we blocked upon discovery on March 18, 2026. We immediately launched an investigation with the help of external cybersecurity experts.

We want to reassure you that no unauthorized transactions or movement of funds occurred as part of this incident. Our Online Security Guarantee remains in place. You can learn more at [Online Security Guarantee | Ameriprise Financial](#).

**What Information Was Involved**

The affected information varied from person to person but may have included your [Insert Data Elements].

**What We Are Doing**

We have implemented heightened monitoring of your account(s) to include enhanced identity verification procedures.

In addition, Ameriprise is offering you credit and identity monitoring through Equifax Complete™ Premier for 12 months at no cost. This service, which does not impact credit scores, provides alerts for changes to your credit file and identity restoration services. Included with this letter is more information on the Equifax Complete™ Premier service and the promotional code you can use to enroll.

**What You Can Do**

We encourage you to activate the credit and identity monitoring services at no cost to you. To activate, please follow the enrollment instructions provided below. We also encourage you to remain vigilant against potential incidents of identity theft and fraud by taking the following steps to help protect your information:

- Register a Fraud Alert or Security Freeze with the three major credit bureaus. Use the contact information on the Additional Resources page below.
- Thoroughly review your account statements and transaction confirmations.
- Monitor your financial or online accounts and credit reports for suspicious activity.
- Report any unauthorized transactions to your account provider and law enforcement.

**For More Information**

If you have any questions about this notice, please do not hesitate to contact Equifax at 888-504-8526. We remain committed to protecting your information and maintaining your trust. We regret any worry or inconvenience caused by this incident.

Sincerely,



Jennifer Swihart  
Director - Compliance  
Global Privacy Office  
Ameriprise Financial, Inc.

Ameriprise Financial, Inc. is a diversified financial services company that primarily engages in business through its subsidiaries, and provides broker-dealer, advisory, wealth management, asset management, insurance, lending and related products and services under the *Ameriprise Financial*®, *Columbia Threadneedle*®, *Columbia Threadneedle Investments*® and *RiverSource*® brands. Securities offered by Ameriprise Financial Services, LLC. Member FINRA and SIPC.

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## Equifax Complete™ Premier

You must be over age 18 with a credit file to use this product.

### Key features

- Annual access to your 3-bureau credit report and VantageScore<sup>1</sup> credit scores.
- Daily access to your Equifax credit report and 1-bureau VantageScore credit score.
- 3-bureau credit monitoring<sup>2</sup> with email notifications of key changes to your credit reports.
- WebScan notifications<sup>3</sup> when your personal information, such as Social Security Number, credit/debit card or bank account numbers are found on fraudulent Internet trading sites.
- Automatic fraud alerts<sup>4</sup>, which encourages potential lenders to take extra steps to verify your identity before extending credit, plus blocked inquiry alerts and Equifax credit report lock<sup>5</sup>.
- Identity Restoration to help restore your identity should you become a victim of identity theft, and a dedicated Identity Restoration Specialist to work on your behalf.
- Up to \$1,000,000 of identity theft insurance coverage for certain out of pocket expenses resulting from identity theft<sup>6</sup>.
- Lost Wallet Assistance if your wallet is lost or stolen, and one-stop assistance in canceling and reissuing credit, debit and personal identification cards.

### Enrollment instructions

- Go to [www.equifax.com/activate](http://www.equifax.com/activate), enter your unique Activation Code listed above, and click "Submit".
- **Register:** Complete the form with your contact information and click "Continue".
  - If you already have a myEquifax account, click the 'Sign in here' link under the "Let's get started" header.
  - Once you successfully sign in, you will skip to the Checkout Page in Step 4.
- **Create Account:** Enter your email address, create a password, and accept the terms of use.
- **Verify Identity:** To enroll in your product, complete our identity verification process.
- **Checkout:** Upon successful verification of your identity, you will see the Checkout Page.
  - Click 'Sign Me Up' to finish enrolling.

### You're done!

The confirmation page shows your completed enrollment.

Click "View My Product" to access the product features.

<sup>1</sup>The credit scores provided are based on the VantageScore® 3.0 model. For three-bureau VantageScore credit scores, data from Equifax®, Experian®, and TransUnion® are used respectively. Any one-bureau VantageScore uses Equifax data. Third parties use many different types of credit scores and are likely to use a different type of credit score to assess your creditworthiness. <sup>2</sup>Credit monitoring from Experian and TransUnion will take several days to begin. <sup>3</sup>WebScan searches for your Social Security Number, up to 5 passport numbers, up to 6 bank account numbers, up to 6 credit/debit card numbers, up to 6 email addresses, and up to 10 medical ID numbers. WebScan searches thousands of Internet sites where consumers' personal information is suspected of being bought and sold, and regularly adds new sites to the list of those it searches. However, the Internet addresses of these suspected Internet trading sites are not published and frequently change, so there is no guarantee that we are able to locate and search every possible Internet site where consumers' personal information is at risk of being traded. <sup>4</sup>The Automatic Fraud Alert feature is made available to consumers by Equifax Information Services LLC and fulfilled on its behalf by Equifax Consumer Services LLC. <sup>5</sup>Locking your Equifax credit report will prevent access to it by certain third parties. Locking your Equifax credit report will not prevent access to your credit report at any other credit reporting agency. Entities that may still have access to your Equifax credit report include: companies like Equifax Global Consumer Solutions, which provide you with access to your credit report or credit score, or monitor your credit report as part of a subscription or similar service; companies that provide you with a copy of your credit report or credit score, upon your request; federal, state and local government agencies and courts in certain circumstances; companies using the information in connection with the underwriting of insurance, or for employment, tenant or background screening purposes; companies that have a current account or relationship with you, and collection agencies acting on behalf of those whom you owe; companies that authenticate a consumer's identity for purposes other than granting credit, or for investigating or preventing actual or potential fraud; and companies that wish to make pre-approved offers of credit or insurance to you. To opt out of such pre-approved offers, visit [www.optoutprescreen.com](http://www.optoutprescreen.com). <sup>6</sup>The Identity Theft Insurance benefit is underwritten and administered by American Bankers Insurance Company of Florida, an Assurant company, under group or blanket policies issued to Equifax, Inc., or its respective affiliates for the benefit of its Members. Please refer to the actual policies for terms, conditions, and exclusions of coverage. Coverage may not be available in all jurisdictions.

## Additional Resources

### Ameriprise resources

Ameriprise Global Privacy Office  
 901 3rd Ave South, Minneapolis, MN 55402800.414.3398  
[data.security.notifications@ampf.com](mailto:data.security.notifications@ampf.com)

Ameriprise Privacy, Security & Fraud Center: [ameriprise.com/privacy-security-fraud](http://ameriprise.com/privacy-security-fraud)

Ameriprise Online Security Guarantee: [ameriprise.com/privacy-security-fraud/online-security-guarantee](http://ameriprise.com/privacy-security-fraud/online-security-guarantee)

### Other resources

<ul style="list-style-type: none"> <li>• Federal Trade Commission 600 Pennsylvania Ave NW, Washington, DC 20580 877.438.4338 <a href="http://identitytheft.gov">identitytheft.gov</a></li> <li>• Equifax P.O. Box 740241 Atlanta, GA 30374 888.378.4329 <a href="http://equifax.com">equifax.com</a></li> <li>• Experian P.O. Box 9554 Allen, TX 75013 888.397.3742 <a href="http://experian.com">experian.com</a></li> </ul>	<ul style="list-style-type: none"> <li>• Transunion 2 Baldwin Place P.O. Box 1000 Chester, PA 19022 800.916.8800 <a href="http://transunion.com">transunion.com</a></li> <li>• Identity Theft Resource Center 2514 Jamacha Rd, Ste 502-525 El Cajon, CA 92019-4492 888.400.5530 <a href="http://idtheftcenter.org">idtheftcenter.org</a></li> <li>• OnGuard Online: <a href="http://onguardonline.gov">onguardonline.gov</a></li> </ul>
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### Security freeze

Consumers can place a security freeze on their credit report at no cost through the three major credit bureaus. A security freeze prohibits a credit reporting agency from releasing any information from a consumer's credit report without written authorization. However, please be aware that placing a security freeze on your credit report may delay, interfere with, or prevent the timely approval of any requests you make for new loans, credit mortgages, employment, housing or other services.

To place a freeze, write, go online or call the three credit bureaus below. Documents will be requested to verify your identity and address, possibly including but not limited to: copies of your Social Security card, paystub, state driver's license, or utility bill.

Contact/Resource	Phone number	Web	Address
Equifax Security Freeze	888.378.4329	<a href="http://equifax.com">equifax.com</a>	P.O. Box 105788 Atlanta, GA 30348-5788
Experian Security Freeze	888.397.3742	<a href="http://experian.com/freeze/center.html">experian.com/freeze/center.html</a>	P.O. Box 9554 Allen, TX 75013
Trans Union Security Freeze	800.916.8800	<a href="http://transunion.com/credit-freeze">transunion.com/credit-freeze</a>	P.O. Box 160 Woodlyn, PA 19094

### Residents of New Mexico:

The federal Fair Credit Reporting Act provides you certain rights regarding your credit. You may review these rights at [files.consumerfinance.gov/f/201504\\_cfpb\\_summary\\_your-rights-under-fcra.pdf](http://files.consumerfinance.gov/f/201504_cfpb_summary_your-rights-under-fcra.pdf).

### Residents of Massachusetts and Rhode Island:

As a resident of Massachusetts or Rhode Island, you have the right to obtain any police report filed regarding this incident. If you are the victim of identity theft, you also have the right to file a police report and obtain a copy of it.

*Continued next page*

**Residents of Iowa, Maryland, North Carolina, New York, Kentucky, Rhode Island and Oregon:**

The Identity Theft Unit in your state gives you step-by-step advice on how to protect yourself and help you to address some of the issues that identity theft causes. Report suspected identity theft to your local law enforcement, the Attorney General and the Federal Trade Commission. Below are the mailing address, website, and phone number for the Office of the Attorney General of your state.

<b>State</b>	<b>Phone number</b>	<b>Web</b>	<b>Address</b>
Iowa	515.281.5044 800.373.5044	<a href="http://iowaattorneygeneral.gov">iowaattorneygeneral.gov</a>	Office of the Attorney General of IA Hoover State Office Building 1305 E Walnut St Des Moines, IA 50319
New York	800.697.1220	<a href="http://dos.ny.gov/consumerprotection">dos.ny.gov/consumerprotection</a>	New York Department of State Division of Consumer Protection One Commerce Plaza, 99 Washington Ave Albany, NY 12231-0001
	800.771.7755	<a href="http://ag.ny.gov">ag.ny.gov</a>	Office of the Attorney General of NY The Capitol Albany, NY 12224-0341
North Carolina	877.5-NO-SCAM Toll-free in NC 919.716.6000	<a href="http://ncdoj.gov">ncdoj.gov</a>	Office of the Attorney General of NC Consumer Protection Division 9001 Mail Service Center Raleigh, NC 27699-9001
Oregon	503.378.4400	<a href="http://doj.state.or.us">doj.state.or.us</a>	Oregon Department of Justice 1162 Court St NE Salem, OR 97301-4096
Maryland	410.576.6491	<a href="http://oag.state.md.us">oag.state.md.us</a>	Office of the Attorney General of MD 200 St. Paul Place Baltimore, MD 21202
Kentucky	502.696.5300	<a href="http://ag.ky.gov">ag.ky.gov</a>	Office of the Attorney General of KY 700 Capitol Ave, Suite 118 Frankfort, KY 40601
Rhode Island	401.274.4400	<a href="http://riag.ri.gov">riag.ri.gov</a>	Office of the Attorney General of RI 150 S Main St Providence, RI 02903
District of Columbia	202.727.3400	<a href="http://oag.dc.gov">oag.dc.gov</a>	Office of the Attorney General of DC 441 4 <sup>th</sup> St, NW Washington, DC 20001