amplifon
Your hearing.
Your life.

<<Return to Kroll>>
<<Return Address>>
<<City, State ZIP>>

<<FIRST_NAME>> <<MIDDLE_NAME>> <<LAST_NAME>> <<SUFFIX>>
<<ADDRESS_1>>
<<ADDRESS_2>>
<<CITY>>, <<STATE_PROVINCE>> <<POSTAL_CODE>>
<<COUNTRY>>

KROLL
SCAN TO ENROLL

<<Date>> (Format: Month Day, Year)

Re: Notice of Data Breach

Dear <<First_Name>> << Last_Name>>,

We are writing to inform you of a security incident impacting a limited number of systems at Amplifon, and which may have involved some of your information. <<B2B_TEXT_7 [Amplifon had this information through your interactions with the company or its franchise locations.]>><<B2B_TEXT_3 [Amplifon works with health insurance plans, including those offered by [data owner], to help provide plan benefits.]>>

What happened?

Amplifon detected suspicious activity on certain systems within its network on February 11, 2026 and immediately launched an investigation with the support of external cybersecurity experts, notified law enforcement, and promptly contained the incident. The investigation identified evidence that between January 18 and February 8, 2026, an unauthorized third party obtained files from certain Amplifon systems. A review of the impacted data indicated on October 6, 2026 that your information may have been impacted.

What information was involved?

Your <<B2B_TEXT_1 (data elements)>><<b2b_text_2 (add'l data elements)>> may have been among the impacted data. <<B2B_TEXT_8 (Your Social Security Number and financial information were not involved. / Your Social Security Number was not involved. / Your financial information was not involved.)>>

What are we doing?

Amplifon promptly took steps to secure its systems and contain the incident. Amplifon also promptly implemented mitigation measures, including disabling impacted accounts and enhancing monitoring for signs of suspicious activity. In addition, we are offering you identity monitoring services, including Credit Monitoring, Fraud Consultation, and Identity Theft Restoration, at no cost to you for 24 months.

Visit **Enroll.krollmonitoring.com/redeem** to activate and take advantage of your identity monitoring services.

*You have until **<<b2b_text_6 (Date)>>** to activate your identity monitoring services.*

Activation Code: **<<b2b_text_5 (Member ID)>>** and Your Verification ID: **<<b2b_text_4 (Enter Verification ID)>>**

For more information about Kroll and your Identity Monitoring services, you can visit info.krollmonitoring.com.

Additional information describing your services is included in Attachment A.

What can you do?

Amplifon is not aware of any fraudulent use of personal information as a result of this incident but nonetheless is informing you so that you can take appropriate steps to protect your information. It is always advisable to remain vigilant against suspicious behavior or attempts to misuse your personal information, which includes reviewing account statements and explanations of benefits. If you identify suspicious activity, you should contact the entity that maintains the information on your behalf. Additional information about how to help protect your information is contained in Attachment B.

For more information

If you have any questions, then please call the Amplifon call center at (844) 971-8634 (toll free) Monday through Friday from 8:00 a.m. to 5:30 p.m. Central Time, excluding major U.S. holidays.

We are fully committed to protecting the privacy and security of information entrusted to us, and sincerely regret that this incident occurred.

Sincerely,

The Amplifon Privacy Office

Attachment A

KROLL

TAKE ADVANTAGE OF YOUR IDENTITY MONITORING SERVICES

You have been provided with access to the following services from Kroll:

Single Bureau Credit Monitoring

You will receive alerts when there are changes to your credit data—for instance, when a new line of credit is applied for in your name. If you do not recognize the activity, you'll have the option to call a Kroll fraud specialist, who will be able to help you determine if it is an indicator of identity theft. To receive credit services, you must be over the age of 18 and have established credit in the U.S., have a Social Security number in your name, and have a U.S. residential address associated with your credit file.

Fraud Consultation

You have unlimited access to consultation with a Kroll fraud specialist. Support includes showing you the most effective ways to protect your identity, explaining your rights and protections under the law, assistance with fraud alerts, and interpreting how personal information is accessed and used, including investigating suspicious activity that could be tied to an identity theft event.

Identity Theft Restoration

If you become a victim of identity theft, an experienced Kroll licensed investigator will work on your behalf to resolve related issues. You will have access to a dedicated investigator who understands your issues and can do most of the work for you. Your investigator will be able to dig deep to uncover the scope of the identity theft, and then work to resolve it.

Attachment B

Below are additional helpful tips you may want to consider to help protect your personal information.

Review Your Credit Reports and Account Statements; Report Incidents

It is always advisable to remain vigilant against attempts at identity theft or fraud, including by reviewing your free credit reports and account statements closely for signs of suspicious activity. If you detect any suspicious activity on an account, you should promptly notify the financial institution or other company with which the account is maintained. You also should promptly report any fraudulent activity or any suspected incidents of identity theft to the proper law enforcement authorities. If you believe you are the victim of identity theft or have reason to believe your personal information has been misused, you should immediately contact your local police or law enforcement, the Federal Trade Commission ("FTC"), and/or the Attorney General's office in your home state. You can also contact these agencies for information on how to prevent or avoid identity theft. The FTC's contact details are provided below.

Federal Trade Commission
Consumer Response Center
600 Pennsylvania Avenue, NW Washington, DC 20580
http://www.identitytheft.gov/
1-877-IDTHEFT (438-4338)
1-877-FTC-HELP (382-4357

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 https://www.annualcreditreport.com, calling toll-free 877-322-8228, or by completing an Annual Credit Report Request Form and mailing it to the Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348-5281. You can print this form at https://www.annualcreditreport.com/manualRequestForm.action. Credit reporting agency contact details are provided below.

Equifax	P.O. Box 740241 Atlanta, GA 30374	www.equifax.com www.equifax.com/personal/credit-report-services	800-685-1111
Experian	P.O. Box 2002 Allen, TX 75013	www.experian.com www.experian.com/help	888-397-3742
TransUnion	P.O. Box 1000 Chester, PA 19016	www.transunion.com www.transunion.com/credit-help	888-909-8872

When you receive your credit reports, review them carefully. Look for accounts or credit inquiries that you did not initiate or do not recognize. Look for information, such as home address and Social Security number, that is inaccurate. If you see anything you do not understand, call the credit reporting agency at the telephone number on the report.

Fraud Alert

You have the option to place a fraud alert on your credit file. An initial fraud alert is free and will stay on your credit file for one year. 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. If you have already been a victim of identity theft, you may have an extended alert placed on your report if you provide the appropriate documentary proof. An extended fraud alert stays on your credit report for seven years. To place a fraud alert on your credit report, contact any of the three credit reporting agencies identified above. You may also obtain information about fraud alerts from the FTC.

Security Freeze

You have the right to place a security freeze on your credit file free of charge. 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 credit, loans, and services from being approved in your name without your consent. As a result, using a security freeze may delay your ability to obtain credit. 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 telephone bill. For more information about requesting a security freeze, you may contact the credit reporting agency at the contact information provided above. You may also obtain information about security freezes from the FTC.

Federal Fair Credit Reporting Act Rights

The Fair Credit Reporting Act ("FCRA") is federal legislation that regulates how consumer reporting agencies use your information. It promotes the accuracy, fairness, and privacy of consumer information in the files of consumer reporting agencies. As a consumer, you have certain rights under the FCRA, which the FTC has summarized as follows: you must be told if information in your file has been used against you; you have the right to know what is in your file; you have the right to ask for a credit score; you have the right to dispute incomplete or inaccurate information; consumer reporting agencies must correct or delete inaccurate, incomplete, or unverifiable information; consumer reporting agencies may not report outdated negative information; access to your file is limited; you must give your consent for reports to be provided to employers; you may limit "prescreened" offers of credit and insurance you get based on information in your credit report; and you may seek damages from violators. Identity theft victims and active-duty military personnel have additional rights pursuant to the FCRA.

For more information about these rights, you may go to www.ftc.gov/credit or write to: Consumer Response Center, Room 130, Federal Trade Commission, 600 Pennsylvania Avenue NW, Washington, DC 20580.

Additional Information

If you are the victim of fraud or identity theft, you have the right to file a police report.

You may consider starting a file with copies of your credit reports, any police report, any correspondence, and copies of disputed bills or transactions. It is also useful to keep a log of your conversations with creditors, law enforcement officials, and other relevant parties.

For District of Columbia residents: You may contact the Office of the Attorney General for the District of Columbia, 400 6th Street NW, Washington D.C. 20001, https://www.oag.dc.gov/, 1-202-727-3400 for more information about steps you can take to help avoid identity theft.

For Iowa residents: You are advised to report any suspected identity theft to law enforcement or to the Office of the Attorney General of Iowa, Hoover State Office Building, 1305 E Walnut St, Des Moines, IA 50319, 515-281-5926 or 1-888-777-4590, https://www.iowaattorneygeneral.gov/.

For Maryland residents: You may contact the Office of the Maryland Attorney General, 200 St. Paul Place, Baltimore, MD 21202, http://www.marylandattorneygeneral.gov, 1-888-743-0023 for more information about steps you can take to help avoid identity theft.

For Massachusetts residents: You have the right to obtain a police report and request a security freeze as described above.

For New York residents: You can contact the New York Department of State Division of Consumer Protection, 99 Washington Avenue, Albany, NY 12231, http://www.dos.ny.gov/consumerprotection,1-800-697-1220 or the New York Attorney General, The Capitol, Albany, NY 12224, http://www.ag.ny.gov/,1-800-771-7755 for information about steps you can take to help avoid identity theft.

For New Mexico residents: You have rights pursuant to the FCRA, as described above. You may have additional rights under the FCRA not summarized here. We encourage you to review your rights pursuant to the FCRA by visiting https://files.consumerfinance.gov/f/201504_cfpb_summary_your-rights-under-fcra.pdf, or by contacting the FTC at the contact information listed above.

For North Carolina residents: You may contact the North Carolina Office of the Attorney General, 9001 Mail Service Center, Raleigh, NC 27699-9001, https://ncdoj.gov/protecting-consumers/identity-theft/, 1-877-566-7226 for information about steps you can take to help avoid identity theft.

For Oregon residents: You are advised to report any suspected identity theft to law enforcement, including the FTC and the Oregon Attorney General, 1162 Court Street NE, Salem, OR 97301, www.doj.state.or.us, 1-877-8779392. For more information on security locks, you can visit the Oregon Department of Consumer and Commercial Services website at www.dfcs.oregon.gov/id_theft.html and click "How to get a security freeze."

For Rhode Island residents: You can contact the Rhode Island Attorney General,150 South Main Street, Providence, RI 02903, www.riag.ri.gov, 1-401-274-4400. You have the right to obtain a police report and request a security freeze as described above.