



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

<<first_name>> <<middle_name>> <<last_name>> <<suffix>>
<<address_1>>
<<address_2>>
<<city>>, <<state_province>> <<postal_code>>
<<country >>

NOTICE OF DATA BREACH

Dear <<first_name>> <<middle_name>> <<last_name>> <<suffix>>,

At Atria Senior Living, we understand the importance of protecting the personal information we maintain. We are writing to inform you of a recent security incident that may have involved your personal information. This notice explains the incident, measures we have taken, and some steps you can take in response.

What Happened?

Our ongoing investigation into an email phishing incident recently determined that an unauthorized person had gained access to some of our employees' email accounts. Upon first learning of the incident, we immediately took steps to secure the accounts and began an investigation with the assistance of a cybersecurity firm. The investigation determined an unauthorized party had accessed the accounts at various times between September 18, 2019 and September 20, 2019. The investigation was unable to determine which specific emails or attachments, if any, were viewed by the unauthorized individual.

What Information Was Involved?

We conducted a comprehensive search for and review of emails and attachments in the accounts and determined on October 24, 2019, that an email or an attachment may have contained your <<b2b_text_1>>.

What You Can Do.

To date, we have no evidence that any of your information has been misused. However, out of an abundance of caution, we wanted to inform you this occurred and assure you we take it very seriously. As a precaution, we have secured the services of Kroll to provide identity monitoring at no cost to you for one year. Kroll has experience helping people who have sustained an unintentional exposure of confidential data. Your identity monitoring services include Credit Monitoring, Fraud Consultation, and Identity Theft Restoration.

Visit enroll.idheadquarters.com to activate and take advantage of your identity monitoring services.

You have until **February 19, 2020** to activate your identity monitoring services.

Membership Number: <<Member ID>>

For more information on identity theft prevention and your complimentary one-year membership, please see the additional information provided in this letter.

What We Are Doing.

We sincerely regret any inconvenience or concern this incident may cause you. To help prevent a similar occurrence in the future, we have implemented additional safeguards and technical security measures.

For More Information.

If you have any questions, or if you need further assistance, please contact us by phone at 1-888-918-0464, Monday through Friday from 8:00 a.m. to 5:30 p.m. Central Time.

Sincerely,

A handwritten signature in black ink, appearing to read "Mark Jessee". The signature is fluid and cursive, with the first name "Mark" being more prominent than the last name "Jessee".

Mark Jessee

President and Chief Administrative Officer

ADDITIONAL STEPS YOU CAN TAKE

Regardless of whether you choose to take advantage of the complimentary credit monitoring, we remind you it is always advisable to be vigilant for incidents of fraud or identity theft by reviewing your account statements and free credit reports for any unauthorized activity. You may obtain a copy of your credit report, free of charge, once every 12 months from each of the three nationwide credit reporting companies. To order your annual free credit report, please visit www.annualcreditreport.com or call toll free at 1-877-322-8228. Contact information for the three nationwide credit reporting companies is as follows:

Experian, PO Box 2002, Allen, TX 75013, www.experian.com, 1-888-397-3742

TransUnion, PO Box 2000, Chester, PA 19016, www.transunion.com, 1-800-916-8800

Equifax, PO Box 740241, Atlanta, GA 30374, www.equifax.com, 1-800-685-1111

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 the Federal Trade Commission and/or the Attorney General's office in your state. You can obtain information from these sources about steps an individual can take to avoid identity theft as well as information about fraud alerts and security freezes. You should also contact your local law enforcement authorities and file a police report. Obtain a copy of the police report in case you are asked to provide copies to creditors to correct your records. Contact information for the Federal Trade Commission is as follows:

Federal Trade Commission, Consumer Response Center, 600 Pennsylvania Avenue NW, Washington, DC 20580, 1-877-IDTHEFT (438-4338), www.ftc.gov/idtheft

TAKE ADVANTAGE OF YOUR IDENTITY MONITORING SERVICES

You've been provided with access to the following services¹ from Kroll:

Triple Bureau Credit Monitoring

You will receive alerts when there are changes to your credit data at any of the three national credit bureaus—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 can help you determine if it's an indicator of identity theft.

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 can dig deep to uncover the scope of the identity theft, and then work to resolve it.

¹ Kroll's activation website is only compatible with the current version or one version earlier of Chrome, Firefox, Safari and Edge. 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.