



Canyon Bakehouse
3600 Ronald Reagan Blvd
Johnstown, CO 80534

April 9, 2019

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SAMPLE A SAMPLE - L01 MULTISTATE

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ANYTOWN, US 12345-6789



Re: Data Breach Notice

Dear Sample A Sample:

We are writing to notify you of a data security issue involving personal information that you entered into Canyon Bakehouse’s website, as further described below. This letter explains what happened and provides information about what you can do in response. We are taking this matter very seriously and sincerely regret any concern it may cause you.

What Happened

Canyon recently discovered that unknown third parties gained unauthorized access to the computer system supporting our website and installed malware that compromised the security of some customer payment card information. Specifically, our investigation determined that payment card information that customers entered on the “check out” page of the website from February 12–19, 2019, was obtained without authorization. The investigation further determined that some information that customers submitted to the website between March 29, 2017, and January 9, 2019, also may have been obtained without authorization.

What Information Was Involved

We believe that the affected information included customer names, payment card numbers, expiration dates, and security codes (CVV).

What We Are Doing

We have been diligently investigating this matter, with the assistance of outside experts. We also contacted law enforcement and notified the payment card companies. In addition, we temporarily disabled the ordering and account login functions on the website. We are taking steps to further enhance the security of our website, including replacing the platform supporting the site.

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What You Can Do

As described in the enclosed document titled “Additional Resources,” we recommend you remain vigilant and take steps to protect against identity theft or fraud, including monitoring your accounts and free credit reports for signs of suspicious activity.

To further protect your identity, we are offering you a complimentary one-year membership into Experian's® IdentityWorksSM, which provides credit monitoring and identity theft resolution services. To activate your membership, please follow the steps below:

- Ensure that you enroll by: July 31, 2019 (Your code will not work after this date.)
- Visit the Experian IdentityWorks website to enroll: <https://www.experianidworks.com/3bcredit>
- Provide your activation code: ABCDEFGHI

If you have questions about the service, need assistance with identity restoration, or would like an alternative to enrolling in Experian IdentityWorks online, please contact Experian's customer care team at 866-578-5422 Monday–Friday from 9:00 a.m. to 9:00 p.m. or Saturday–Sunday from 11:00 a.m. to 8:00 p.m. ET by July 31, 2019. Please be prepared to provide engagement number **DB11749** as proof of eligibility for the identity restoration services by Experian. The enclosed document titled “Your IdentityWorks Membership” provides more information on how to take advantage of this additional protection.

For More Information

If you have any questions or concerns, please call 866-578-5422 Monday–Friday from 9:00 a.m. to 9:00 p.m. or Saturday–Sunday from 11:00 a.m. to 8:00 p.m. ET.

Sincerely,

A handwritten signature in black ink, appearing to read 'Cliff Pacaro', with a long horizontal flourish extending to the right.

Cliff Pacaro
Vice President of Human Resources

ADDITIONAL RESOURCES

You may obtain a free copy of your credit report from each of the three credit reporting agencies by visiting www.annualcreditreport.com or by calling 1-877-322-8228. You can request information regarding fraud alerts, security freezes, and identity theft from the following credit reporting agencies:

- **Experian**, <https://www.experian.com/help>, 1-888-397-3742, P.O. Box 9554, Allen, TX 75013
- **TransUnion**, <https://www.transunion.com/credit-help>, 1-888-909-8872, P.O. Box 2000, Chester, PA 19016-2000
- **Equifax**, <https://www.equifax.com/personal/credit-report-services>, 1-800-685-1111, P.O. Box 105788, Atlanta, GA 30348

You can contact these credit bureaus to place a “fraud alert” on your credit file that alerts creditors to take additional steps to verify your identity prior to granting credit in your name. When one credit bureau confirms your fraud alert, the others are notified to place fraud alerts on your file.

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. You can request a security freeze from each of the three major consumer-reporting agencies online, by telephone, or by mail via the contact information listed above. To place a security freeze, you may need to provide the following information:

- Your full name (including middle initial as well as Jr., Sr., II, III, etc.)
- Social Security number
- Date of birth
- The addresses where you have lived over the prior five years
- Proof of current address such as a current utility bill or telephone bill
- A legible photocopy of a government-issued identification card (state driver’s license or ID card, military identification, etc.)

You can also receive information from the Federal Trade Commission (“FTC”) regarding fraud alerts, security freezes, your rights under the Fair Credit Reporting Act, and how to avoid and report identity theft: FTC Identity Theft Clearinghouse, 600 Pennsylvania Avenue, NW, Washington, D.C. 20580, consumer.ftc.gov, 1-877-438-4338.

Additional information:

- **Iowa residents** 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 Street, Des Moines, Iowa 50319-0106, www.iowaattorneygeneral.gov, 1-888-777-4590.
- **Maryland residents** may contact the Maryland Office of the Attorney General, Consumer Protection Division, 200 St. Paul Place, Baltimore, MD 21202, www.oag.state.md.us, 1-888-743-0023 for information about preventing identity theft.
- **Massachusetts residents** have the right to obtain any police report filed in regard to 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.
- **North Carolina residents** may contact the North Carolina Office of the Attorney General, Consumer Protection Division, 9001 Mail Service Center, Raleigh, NC 27699-9001, www.ncdoj.gov, 1-877-566-7226 for information about preventing identity theft.
- **Oregon residents** are advised to report any suspected identity theft to law enforcement, the Federal Trade Commission, and the Oregon Attorney General, Oregon Department of Justice, 1162 Court St. NE, Salem, OR 97301-4096, www.doj.state.or.us, 1-877-877-9392.
- **Rhode Island residents** may contact the Office of the Attorney General of Rhode Island, 150 South Main Street, Providence, Rhode Island 02903, www.riag.ri.gov, (401) 274-4400. In Rhode Island, you may file or obtain a police report.
- Contact information for the other Attorneys General is available at www.naag.org/current-attorneys-general.php.

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ADDITIONAL DETAILS REGARDING YOUR IDENTITYWORKS MEMBERSHIP

A credit card is **not** required for enrollment in Experian IdentityWorks.

You can contact Experian **immediately** regarding any fraud issues, and have access to the following features once you enroll in Experian IdentityWorks:

- **Experian credit report at signup:** See what information is associated with your credit file. Daily credit reports are available for online members only.*
- **Credit Monitoring:** Actively monitors Experian, Equifax and Transunion files for indicators of fraud.
- **Identity Restoration:** Identity Restoration specialists are immediately available to help you address credit and non-credit related fraud.
- **Experian IdentityWorks ExtendCARE™:** You receive the same high-level of Identity Restoration support even after your Experian IdentityWorks membership has expired.
- **Up to \$1 Million Identity Theft Insurance**:** Provides coverage for certain costs and unauthorized electronic fund transfers.

If you believe there was fraudulent use of your information and would like to discuss how you may be able to resolve those issues, please reach out to an Experian agent at 866-578-5422. If, after discussing your situation with an agent, it is determined that Identity Restoration support is needed, then an Experian Identity Restoration agent is available to work with you to investigate and resolve each incident of fraud that occurred (including, as appropriate, helping you with contacting credit grantors to dispute charges and close accounts; assisting you in placing a freeze on your credit file with the three major credit bureaus; and assisting you with contacting government agencies to help restore your identity to its proper condition).

Please note that this Identity Restoration support is available to you for one year from the date of this letter and does not require any action on your part at this time. The Terms and Conditions for this offer are located at www.ExperianIDWorks.com/restoration. You will also find self-help tips and information about identity protection at this site.

* Offline members will be eligible to call for additional reports quarterly after enrolling

** Identity theft insurance is underwritten by insurance company subsidiaries or affiliates of American International Group, Inc. (AIG). The description herein is a summary and intended for informational purposes only and does not include all terms, conditions and exclusions of the policies described. Please refer to the actual policies for terms, conditions, and exclusions of coverage. Coverage may not be available in all jurisdictions