



California Natural Products  
 Return Mail Processing Center  
 P.O. Box 6336  
 Portland, OR 97228-6336

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<<Date>>

**NOTICE OF DATA BREACH**

Dear <<Name 1>>:

**WHAT HAPPENED?**

We value and respect the privacy of your information, which is why California Natural Products (“CNP”) is writing to you today. We want to follow up with you regarding a recent phishing attack on CNP’s email system that potentially compromised sensitive employee information from approximately March 21, 2019 to April 4, 2019. We became aware of this incident on April 4, 2019 and took immediate steps to both contain and thoroughly investigate this attack. Although we have no evidence of actual misuse of any of your information, we are notifying you out of an abundance of caution because this incident, by its nature, could have allowed a third party to access, use, and/or disclose your information. Federal law enforcement has also been notified.

**WHAT INFORMATION WAS INVOLVED?**

The type of sensitive information that potentially could have been involved in the phishing attack includes your full name, driver's license number and Social Security number, and possibly your date of birth.

**WHAT WE ARE DOING**

In response to this incident, we implemented additional security measures to help protect the privacy of your information. We also hired forensic consultants to eradicate the phishing attack, determine if any information was compromised, and help CNP avoid an incident like this from happening in the future.

To help relieve concerns and restore confidence following this incident, we are offering you one (1) year of free identity protection services through TransUnion Interactive, a subsidiary of TransUnion®, one of the three nationwide credit reporting companies. These services help detect possible misuse of your personal information and provide you with identity protection services focused on immediate identification and resolution of identity theft. These services are completely free and it will not impact your credit score. Attached to this notice for your convenience is more information and instructions on how to enroll. In addition, if you are currently covered under CNP’s LegalShield service, your employee coverage will be fully paid by CNP for 12 months.

**WHAT YOU CAN DO**

We strongly encourage you to enroll in the identity protection services described above. Please also review the attachment to this letter (Steps You Can Take to Further Protect Your Information), which provides further information on ways you can protect your information.

**FOR MORE INFORMATION**

For further information and assistance, please call our dedicated incident response line at 877-347-0179 between 6:00 a.m. to 6:00 p.m. Pacific Time, Monday through Friday.

Sincerely,

A handwritten signature in cursive script that reads "Linda Fermin".

Linda Fermin, PHR-CA, SHRM-CP  
Director of Human Resources  
California Natural Products

## Steps You Can Take to Further Protect Your Information

### **Review Your Account Statements & Notify Law Enforcement of Suspicious Activity**

As a precautionary measure, we recommend that you remain vigilant for incidents of fraud and identity theft by reviewing your account statements and credit reports closely. If you detect any suspicious activity on an account, you should promptly notify the financial institution or company with which the account is maintained. You also should promptly report any fraudulent activity or any suspected incidence of identity theft to proper law enforcement authorities, your state attorney general, and/or the Federal Trade Commission (FTC). To file a report with the FTC, go to [www.identitytheft.gov](http://www.identitytheft.gov), call 1-877-ID-THEFT (877-438-4338), or write to the FTC Bureau of Consumer Protection, 600 Pennsylvania Ave., NW, Washington, DC 20580. Reports filed with the FTC will be added to the FTC's Identity Theft Data Clearinghouse, which is a database made available to law enforcement agencies. You may wish to review the tips provided by the FTC on how to avoid identity theft. A copy of "Taking Charge: What to Do if Your Identity is Stolen," a comprehensive guide from the FTC to help you guard against and deal with identity theft, can be found on the FTC's website at [www.ftc.gov/bcp/edu/microsites/idtheft/](http://www.ftc.gov/bcp/edu/microsites/idtheft/).

- **For California Residents:** You may also wish to review the information provided by the California Attorney General at <https://oag.ca.gov/idtheft>.
- **For Iowa Residents:** You are advised to report suspected incidents of identity theft to law enforcement or the Iowa Attorney General's Office at Office of the Attorney General of Iowa, Consumer Protection Division, Hoover State Office Building, 1305 East Walnut Street, Des Moines, IA 50319, [www.iowaattorneygeneral.gov](http://www.iowaattorneygeneral.gov), Telephone: 515-281-5926.
- **For North Carolina Residents:** You may obtain additional information about preventing identity theft provided by the North Carolina Attorney General at <http://www.ncdoj.gov/Help-for-Victims/ID-Theft-Victims.aspx>, by calling 877-566-7226, or by writing to 9001 Mail Service Center, Raleigh, NC 27699.
- **For Oregon Residents:** You are advised to report any suspected identity theft to law enforcement, the Federal Trade Commission, and the Oregon Attorney General at <https://doj.state.or.us>, by calling 877-877-9392, or by writing to Oregon Department of Justice, 1162 Court Street NE, Salem, OR 97301-4096.

### **Obtain and Monitor Your Credit Report**

We recommend that you obtain a free copy of your credit report from each of the three major credit reporting agencies once every 12 months by visiting [www.annualcreditreport.com](http://www.annualcreditreport.com), calling toll-free 877-322-8228, or by completing an Annual Credit Report Request Form and mailing it to Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348. You can print a copy of the request form at <https://www.annualcreditreport.com/cra/requestformfinal.pdf>. Or you can elect to purchase a copy of your credit report by contacting one of the three national credit reporting agencies. Contact information for the three national credit reporting agencies for the purpose of requesting a copy of your credit report or for general inquiries is provided below:

Equifax  
(866) 349-5191  
[www.equifax.com](http://www.equifax.com)  
P.O. Box 740241  
Atlanta, GA 30374

Experian  
(888) 397-3742  
[www.experian.com](http://www.experian.com)  
P.O. Box 9554  
Allen, TX 75013

TransUnion  
(800) 680-7289  
[www.transunion.com](http://www.transunion.com)  
P.O. Box 2000  
Chester, PA 19016

### **Consider Placing a Fraud Alert on Your Credit Report**

We recommend placing a fraud alert on your credit report. An initial fraud alert is free and will stay on your credit file for at least 90 days. 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. To place a fraud alert on your credit report, contact any of the three credit reporting agencies identified above. Additional information is available at <http://www.annualcreditreport.com>.

### **Enroll in Credit Report Monitoring/Identity Protection Services**

As a safeguard, we have arranged for you to enroll, at no cost to you, in an online three-bureau credit monitoring service (*myTrueIdentity*) for one year provided by TransUnion Interactive, a subsidiary of TransUnion®, one of the three nationwide credit reporting companies.

To enroll in this service, go to the *myTrueIdentity* website at [www.MyTrueIdentity.com](http://www.MyTrueIdentity.com) and, in the space referenced as “Enter Activation Code,” enter the following 12-letter Activation Code <<**12- letter Activation Code**>> and follow the three steps to receive your credit monitoring service online within minutes.

If you do not have access to the Internet and wish to enroll in a similar offline, paper based, three-bureau credit monitoring service, via U.S. Mail delivery, please call the TransUnion Fraud Response Services toll-free hotline at **1-855-288-5422**. When prompted, enter the following 6-digit telephone pass code <<**6-digit Telephone Pass Code**>> and follow the steps to enroll in the offline credit monitoring service, add an initial fraud alert to your credit file, or to speak to a TransUnion representative if you believe you may be a victim of identity theft.

You can sign up for the online or offline credit monitoring service anytime between now and <<**Enroll Date**>>. Due to privacy laws, we cannot register you directly. Please note that credit monitoring services might not be available for individuals who do not have a credit file with TransUnion, or an address in the United States (or its territories) and a valid Social Security number. Enrolling in this service will not affect your credit score.

Once you are enrolled, you will be able to obtain one year of unlimited access to your TransUnion credit report and credit score. The daily three-bureau credit monitoring service will notify you if there are any critical changes to your credit files at TransUnion®, Experian® and Equifax®, including fraud alerts, new inquiries, new accounts, new public records, late payments, change of address and more. The service also includes access to an identity restoration program that provides assistance in the event that your identity is compromised and up to \$1,000,000 in identity theft insurance with no deductible. (Policy limitations and exclusions may apply.)

### **Other Important Information**

#### **Security Freeze**

You may also place a security freeze on your credit reports, free of charge. 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. Under federal law, you cannot be charged to place, lift, or remove a security freeze.

You must place your request for a freeze with each of the three (3) major consumer reporting agencies listed above. To place a security freeze on your credit report, you may send a written request by regular, certified or overnight mail at the addresses below. You may also place a security freeze through each of the consumer reporting agencies’ websites or over the phone, using the contact information below:

Equifax Security Freeze P.O. Box 105788 Atlanta, GA 30348 1-800-349-9960 <a href="https://www.equifax.com/personal/credit-report-services/">https://www.equifax.com/personal/credit-report-services/</a>	Experian Security Freeze P.O. Box 9554 Allen, TX 75013 1-888-397-3742 <a href="https://www.experian.com/freeze/center.html">https://www.experian.com/freeze/center.html</a>	TransUnion Security Freeze P.O. Box 160 Woodlyn, PA 19094 1-888-909-8872 <a href="https://www.transunion.com/credit-freeze">https://www.transunion.com/credit-freeze</a>
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In order to request a security freeze, you will need to provide some or all of the following information to the credit reporting agency, depending on whether you do so online, by phone, or by mail:

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, the addresses where you have lived over the prior five (5) years;
5. Proof of current address, such as a current utility bill, telephone bill, rental agreement, or deed;
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.

The credit reporting agencies have one (1) business day after receiving your request by toll-free telephone or secure electronic means, or up to three (3) business days after receiving your request by mail, to place a security freeze on your credit report. The credit bureaus must also send written confirmation to you within five (5) business days and provide you with a unique personal identification number (PIN) or password (or both) that can be used by you to authorize the removal or lifting of the security freeze. It is important to maintain this PIN/password in a secure place, as you will need it to lift or remove the security freeze.

To lift the security freeze in order to allow a specific entity or individual access to your credit report, or to lift a security freeze for a specified period of time, you must submit a request through a toll-free telephone number, a secure electronic means maintained by a credit reporting agency, or by sending a written request via regular, certified, or overnight mail to the credit reporting agencies and include proper identification (name, address, and Social Security number) and the PIN or password provided to you when you placed the security freeze as well as the identity of those entities or individuals you would like to receive your credit report or the specific period of time you want the credit report available. The credit reporting agencies have one (1) business day after receiving your request by toll-free telephone or secure electronic means, or three (3) business days after receiving your request by mail, to lift the security freeze for those identified entities or for the specified period of time.

To remove the security freeze, you must submit a request through a toll-free telephone number, a secure electronic means maintained by a credit reporting agency, or by sending a written request via regular, certified, or overnight mail to each of the three (3) credit bureaus and include proper identification (name, address, and Social Security number) and the PIN number or password provided to you when you placed the security freeze. The credit bureaus have one (1) business day after receiving your request by toll-free telephone or secure electronic means, or three (3) business days after receiving your request by mail, to remove the security freeze.