



Return Mail Processing  
PO Box 999  
Suwanee, GA 30024

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SAMPLE A. SAMPLE - L01

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ANYTOWN, US 12345-6789



September 29, 2022

## Notice of Data Breach

Dear Sample A. Sample:

Hallmark Aviation Services, LP (“Hallmark”) is writing to inform you of an event that may impact the privacy of some of your personal information. While we are unaware of any attempted or actual misuse of your information, we are providing you with information about the event, our response, and information related to what you may do to better protect your information, should you feel it necessary to do so. Hallmark takes this incident and the security of your personal information very seriously and we sincerely regret any inconvenience this incident may cause.

**What Happened?** On February 3, 2022, Hallmark’s vendor became aware of suspicious activity related to its systems and immediately launched a comprehensive investigation with the assistance of cybersecurity experts to determine the nature and scope of the activity. The vendor also engaged with law enforcement. At the same time, the vendor took proactive measures to remove the unauthorized user and ensure the security of its systems.

The vendor’s in-depth investigation determined that an unauthorized individual gained access to certain of its systems between February 1 through February 3, 2022, that resulted in the encryption of some of the vendor’s networks and servers. With the assistance of cybersecurity experts and out of an abundance of caution, affected servers were immediately taken offline and analyzed. The vendor then proceeded to conduct a thorough and time-intensive review of the impacted information to ensure they identified all individuals with information potentially impacted. During the vendor’s comprehensive review of the systems and data potentially impacted, the vendor discovered some of your personal information was included in the impacted data.

**What Information Was Involved?** The investigation determined that the following types of your personal information was included in the impacted data: [Extra2].

**What We Are Doing.** Please know that protecting your personal information is something that Hallmark takes very seriously. The vendor conducted a diligent investigation to confirm the nature and scope of the incident. The vendor also took steps to further secure its systems to prevent an incident like this in the future, and the vendor continues to make additional improvements that strengthen its cybersecurity protections. The vendor continues to monitor for any unauthorized use of your personal information, and while we are unaware of any attempted or actual misuse of your information, we are sending you this letter so you can take steps to protect yourself.

Although there is no evidence to suggest that your personal information has been fraudulently used, we are nevertheless offering you a **complimentary** [Extra1]-month membership of Experian's IdentityWorks. This service helps detect possible misuse of your personal information and provides you with identity protection support. To enroll in this service, please follow the instructions below in the "**What You Can Do**" section by December 31, 2022.

**What You Can Do.** To help protect your identity, we are offering complimentary access to Experian IdentityWorks<sup>SM</sup> for [Extra1]-months.

If you believe there was fraudulent use of your information as a result of this incident and would like to discuss how you may be able to resolve those issues, please reach out to an Experian agent. 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 from the date of the incident (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 Identity Restoration is available to you for [Extra1]-months 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](http://www.ExperianIDWorks.com/restoration).

While identity restoration assistance is immediately available to you, we also encourage you to activate the fraud detection tools available through Experian IdentityWorks as a complimentary [Extra1]-month membership. This product provides you with superior identity detection and resolution of identity theft. To start monitoring your personal information, please follow the steps below:

- Ensure that you **enroll by** December 31, 2022 (Your code will not work after this date.)
- **Visit** the Experian IdentityWorks website to enroll: [www.experianidworks.com/credit](http://www.experianidworks.com/credit)
- Provide your **activation code: ABCDEFGHI**

If you have questions about the product, need assistance with Identity Restoration that arose as a result of this incident, or would like an alternative to enrolling in Experian IdentityWorks online, please contact Experian's customer care team at **(855) 252-3244** by December 31, 2022. Be prepared to provide engagement number **[Engagement Number]** as proof of eligibility for the Identity Restoration services by Experian.

#### **ADDITIONAL DETAILS REGARDING YOUR [Extra1]-MONTH EXPERIAN 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 file for indicators of fraud.

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

- **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.
- **\$1 Million Identity Theft Insurance\*\*:** Provides coverage for certain costs and unauthorized electronic fund transfers.

Please review the enclosed Information about Identity Theft Protection for additional information on how to protect against identity theft and fraud. You may also take advantage of the complimentary identity protection services being offered.

**For More Information.** We sincerely regret any inconvenience or concern caused by this incident. If you have further questions or concerns, or would like an alternative to enrolling online, please call **(855) 252-3244** toll-free Monday through Friday from 8 am - 10 pm Central, or Saturday and Sunday from 10 am - 7 pm Central (excluding major U.S. holidays). Be prepared to provide your engagement number **[Engagement Number]**.

Sincerely,



Tanitsorn Pengcharoen  
President  
Hallmark Aviation Services, LP

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\*\* The Identity Theft Insurance is underwritten and administered by American Bankers Insurance Company of Florida, an Assurant company. Please refer to the actual policies for terms, conditions, and exclusions of coverage. Coverage may not be available in all jurisdictions.

## **Information about Identity Theft Protection**

### **Monitor Your Accounts**

We recommend that you regularly review statements from your accounts and periodically obtain your credit report from one or more of the national credit reporting companies. You may obtain a free copy of your credit report online at [www.annualcreditreport.com](http://www.annualcreditreport.com), by calling toll-free 1-877-322-8228, or by mailing an Annual Credit Report Request Form (available at [www.annualcreditreport.com](http://www.annualcreditreport.com)) to Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA, 30348-5281. You may also purchase a copy of your credit report by contacting one or more of the three national credit reporting agencies listed below.

**Equifax®**  
P.O. Box 740241  
Atlanta, GA 30374-0241  
1-800-685-1111  
[www.equifax.com](http://www.equifax.com)

**Experian**  
P.O. Box 9701  
Allen, TX 75013-9701  
1-888-397-3742  
[www.experian.com](http://www.experian.com)

**TransUnion®**  
P.O. Box 1000  
Chester, PA 19016-1000  
1-800-888-4213  
[www.transunion.com](http://www.transunion.com)

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

### **Credit Freeze**

You have the right to put a security freeze, also known as a credit freeze, on your credit file, so that no new credit can be opened in your name without the use of a Personal Identification Number (PIN) that is issued to you when you initiate a freeze. A credit freeze is designed to prevent potential credit grantors from accessing your credit report without your consent. If you place a credit freeze, potential creditors and other third parties will not be able to access your credit report unless you temporarily lift the freeze. Therefore, using a credit freeze may delay your ability to obtain credit. Pursuant to federal law, you cannot be charged to place or lift a credit freeze on your credit report. Should you wish to place a credit freeze, please contact all three major consumer reporting agencies listed below.

**Equifax**  
P.O. Box 105788  
Atlanta, GA 30348-5788  
1-800-685-1111  
[www.equifax.com/personal/credit-report-services](http://www.equifax.com/personal/credit-report-services)

**Experian**  
P.O. Box 9554  
Allen, TX 75013-9554  
1-888-397-3742  
[www.experian.com/freeze/center.html](http://www.experian.com/freeze/center.html)

**TransUnion**  
P.O. Box 2000  
Chester, PA 19016-2000  
1-888-909-8872  
[www.transunion.com/credit-freeze](http://www.transunion.com/credit-freeze)

You must separately place a credit freeze on your credit file at each credit reporting agency. The following information should be included when requesting a credit freeze:

- 1) Full name, with middle initial and any suffixes;
- 2) Social Security number;
- 3) Date of birth (month, day, and year);
- 4) Current address and previous addresses for the past five (5) years;
- 5) Proof of current address, such as a current utility bill or telephone bill;
- 6) Other personal information as required by the applicable credit reporting agency;

If you request a credit freeze online or by phone, then the credit reporting agencies have one (1) business day after receiving your request to place a credit freeze on your credit file report. If you request a lift of the credit freeze online or by phone, then the credit reporting agency must lift the freeze within one (1) hour. If you request a credit freeze or lift of a credit freeze by mail, then the credit agency must place or lift the credit freeze no later than three (3) business days after getting your request.

## **Fraud Alerts**

You also have the right to place an initial or extended fraud alert on your file at no cost. An initial fraud alert lasts 1-year and is placed on a consumer's credit file. Upon seeing a fraud alert display on a consumer's credit file, a business is required to take steps to verify the consumer's identity before extending new credit. If you are a victim of identity theft, you are entitled to an extended fraud alert, which is a fraud alert lasting 7 years. Should you wish to place a fraud alert, please contact any one of the agencies listed below. The agency you contact will then contact the other two credit agencies.

**Equifax**  
P.O. Box 105788  
Atlanta, GA 30348-5788  
1-888-766-0008  
[www.equifax.com/personal/  
credit-report-services](http://www.equifax.com/personal/credit-report-services)

**Experian**  
P.O. Box 9554  
Allen, TX 75013-9554  
1-888-397-3742  
[www.experian.com/  
fraud/center.html](http://www.experian.com/fraud/center.html)

**TransUnion**  
P.O. Box 2000  
Chester, PA 19016-2000  
1-800-680-7289  
[www.transunion.com/fraud-  
victim-resource/place-fraud-  
alert](http://www.transunion.com/fraud-victim-resource/place-fraud-alert)

## **Additional Information**

You can further educate yourself regarding identity theft and the steps you can take to protect yourself, by contacting your state Attorney General or the Federal Trade Commission. Instances of known or suspected identity theft should be reported to law enforcement, your Attorney General, and the FTC.

**The Federal Trade Commission**  
600 Pennsylvania Avenue, NW  
Washington, DC 20580  
1-877-ID-THEFT (1-877-438-4338)  
TTY: 1-866-653-4261  
[www.ftc.gov/idtheft](http://www.ftc.gov/idtheft)

**District of Columbia Residents:** You may obtain information about preventing and avoiding identity theft from the Office of the Attorney General for the District of Columbia at:

Office of the Attorney General for the District of Columbia  
400 6<sup>th</sup> Street, NW  
Washington, D.C. 20001  
(202) 727-3400  
Email: [oag@dc.gov](mailto:oag@dc.gov)  
<https://oag.dc.gov/Consumer>

**New York Residents:** You may obtain information about security breach response and identity theft prevention and protection from the following New York state agencies:

New York Attorney General  
Consumer Frauds & Protection Bureau  
The Capitol  
Albany, NY 12224-0341  
(800) 771-7755  
<https://ag.ny.gov/consumer-frauds-bureau>

New York Department of State  
Division of Consumer Protection  
99 Washington Avenue, Suite 650  
Albany, NY 12231  
(800) 697-1220  
[www.dos.ny.gov](http://www.dos.ny.gov)

**North Carolina Residents:** You may obtain information about preventing identity theft from the North Carolina Attorney General's Office at:

Office of the Attorney General of North Carolina  
114 West Edenton Street  
Raleigh, NC 27699-9001  
Telephone: 1-919-716-6400  
[www.ncdoj.gov](http://www.ncdoj.gov)

**Oregon Residents:** You may obtain information about reporting suspected identity theft from the following Oregon agencies:

Office of the Attorney General  
Oregon Department of Justice  
1162 Court St. NE  
Salem, OR 97301-4096  
Email: [AttorneyGeneral@doj.state.or.us](mailto:AttorneyGeneral@doj.state.or.us)

Office of Attorney General  
Consumer Protection  
Toll-Free: 1-877-877-9392  
<https://justice.oregon.gov/consumercomplaints/>

**All US Residents:** Identity Theft Clearinghouse, Federal Trade Commission, 600 Pennsylvania Avenue, NW Washington, DC 20580, [www.consumer.gov/idtheft](http://www.consumer.gov/idtheft), 1-877-IDTHEFT (438-4338), TTY: 1-866-653-4261.