

Health Formula Inc.

C/O ID Experts
P.O. Box 1907
Suwanee, GA 30024

October 29, 2020

<<FirstName>> <<LastName>>
<<Address1>>
<<Address2>>
<<City>>, <<State>> <<Zip Code>>

Re: Notice of Data Breach

Dear << FirstName>> <<LastName>>>,

We are writing to inform you of a potential data security incident that may have affected your personal information. Health Formula Inc., (“Health Formula”) takes the privacy and security of your personal information very seriously. You ordered one of our nutritional supplements from us in the past. We are sending you this letter to notify you about this incident and to inform you about steps you can take to protect your personal information.

What Happened: On June 5, 2020, we learned that payment card information may have been acquired without authorization from our website. We immediately initiated an investigation and engaged a digital forensics firm to assist with the investigation. We also took measures to enhance the security of the site. The investigation confirmed that payment card information was acquired without authorization from our website. On August 20, 2020, we learned that your payment card information was involved.

What Information Was Involved? The incident involved your name, email address, billing address, and payment card information, including expiration date, security code, and your [Card Brand] payment card number with the last four digits: [Last 4 digits].

What Are We Doing? As soon as we discovered this information, we took the measures referenced above. Health Formula also reported this incident to the Federal Bureau of Investigation and will provide whatever cooperation is needed to help hold the perpetrators of this incident accountable.

What You Can Do. We recommend that you review the guidance included with this letter about how to protect your personal information.

For More Information. If you have questions or need assistance, please contact IDExperts at: 1(833) 755-1021 Monday through Friday from 9 am - 9 pm Eastern Time. Our representatives are fully versed on this incident and can answer any questions you may have regarding the protection of your personal information.

Sincerely,



Amir Gladstone
President
Health Formula Inc.
398 E. Dania Beach Blvd.
Dania Beach, FL 33004

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Steps You Can Take to Further Protect Your Information

Review Your Account Statements and Notify Law Enforcement of Suspicious Activity: As a precautionary measure, we recommend that you remain vigilant 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).

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 <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 also can contact one of the following three national credit reporting agencies:

TransUnion P.O. Box 1000 Chester, PA 19016 1-800-916-8800 www.transunion.com	Experian P.O. Box 2002 Allen, TX 75013 1-888-397-3742 www.experian.com	Equifax P.O. Box 740241 Atlanta, GA 30374 1-866-349-5191 www.equifax.com	Free Annual Report P.O. Box 105281 Atlanta, GA 30348 1-877-322-8228 annualcreditreport.com
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Fraud Alert: You may want to consider 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>.

Security Freeze: Under U.S. law, you have the right to put a security freeze on your credit file for up to one year at no cost. 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 potential creditors from accessing your credit report without your consent. As a result, using a security freeze may interfere with or delay your ability to obtain credit. You must separately place a security freeze on your credit file with each credit reporting agency. 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 insurance statement.

Additional Free Resources: You can obtain information from the consumer reporting agencies, the FTC, or from your respective state Attorney General about fraud alerts, security freezes, and steps you can take toward preventing identity theft. You may report suspected identity theft to local law enforcement, including to the FTC or to the Attorney General in your state.

Federal Trade Commission 600 Pennsylvania Ave, NW Washington, DC 20580 consumer.ftc.gov, and www.ftc.gov/idtheft 1-877-438-4338	Maryland Attorney General 200 St. Paul Place Baltimore, MD 21202 oag.state.md.us 1-888-743-0023	North Carolina Attorney General 9001 Mail Service Center Raleigh, NC 27699 ncdoj.gov 1-877-566-7226	Rhode Island Attorney General 150 South Main Street Providence, RI 02903 http://www.riag.ri.gov 401-274-4400
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You also have certain rights under the Fair Credit Reporting Act (FCRA): These rights include to know what is in your file; to dispute incomplete or inaccurate information; to have consumer reporting agencies correct or delete inaccurate, incomplete, or unverifiable information; as well as other rights. For more information about the FCRA, and your rights pursuant to the FCRA, please visit http://files.consumerfinance.gov/f/201504_cfpb_summary_your-rights-under-fcra.pdf