



Return Mail Processing  
PO Box 999  
Suwanee, GA 30024

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SAMPLE A. SAMPLE - L01

APT ABC

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ANYTOWN, US 12345-6789



December 29, 2025

**Subject: Notice of Data Breach**

Dear Sample A. Sample,

Soapy Joe's Car Wash ("Soapy Joe's") is writing to inform you of a data security incident that may have involved your information. We take the privacy and security of individual information seriously. Please read this letter carefully as it contains information regarding the incident and steps you can take to help protect your information.

**What Happened?** On October 6, 2025, Soapy Joe's became aware of unusual activity involving a limited portion of our corporate network. Upon becoming aware of this activity, we took immediate measures to secure the network and launched an investigation to evaluate what happened and what information may have been involved.

The investigation concluded that certain Soapy Joe's data may have been obtained by an unauthorized actor. Following this discovery, a dedicated review team reviewed the data potentially involved to determine whether it contained any personal information and worked to gather contact information needed to provide notification. This process concluded on December 19, 2025, and Soapy Joe's then arranged for notice.

**What Information Was Involved?** The information involved varies based on each individual, but for you, it may have included your name and [Extra1].

**What We Are Doing.** As soon as we became aware of the incident, we took the steps described above and implemented additional security measures to minimize the risk of a similar incident occurring in the future. We are further notifying you of this event and advising you about steps you can take to help protect your information.

In addition, we are offering you the opportunity to enroll in complimentary identity protection services through Experian. This product is completely free to you and will not hurt your credit score. We encourage you to sign up. Enrollment instructions and key features can be found in the next section.

**What You Can Do.** Please review this letter carefully along with the recommendations on the following page to help protect your information. You can also enroll in the complimentary services offered to you through Experian by using the enrollment code provided above.

**For More Information.** If you have questions about this letter or need assistance, please call Experian at 1-833-918-4598 (toll-free). Experian representatives are available Monday through Friday from 6:00 am - 6:00 pm Pacific Time, excluding United States holidays. Experian representatives have been fully versed on the incident and can answer questions or concerns you may have regarding protection of your personal information.

We take this event and the security of information in our care seriously. Please accept our sincere apologies. We value the trust you place in us and will continue to work hard to maintain that trust.

Sincerely,

Soapy Joe's Car Wash  
11465 Woodside Ave  
Santee, CA 92071

To help protect your identity, we are offering complimentary access to Experian IdentityWorks<sup>SM</sup> for [12/24] 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 [12/24] 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 [12/24]-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** April 30, 2026 by 11:59 pm UTC (Your code will not work after this date.)
- **Visit** the Experian IdentityWorks website to enroll: <https://www.experianidworks.com/1Bcredit>
- 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 by April 30, 2026 at 1-833-918-4598 Monday - Friday, 6 am - 6 pm Pacific Time (excluding major U.S. holidays). Be prepared to provide engagement number [Engagement Number] as proof of eligibility for the Identity Restoration services by Experian.

### **ADDITIONAL DETAILS REGARDING YOUR [12/24]-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.
- **Identity Restoration:** Identity Restoration specialists are immediately available to help you address credit and non-credit related fraud.
- **Experian IdentityWorks ExtendCARE<sup>TM</sup>:** You receive the same high-level of Identity Restoration support even after your Experian IdentityWorks membership has expired.
- **\$1 Million Identity Theft Insurance<sup>\*\*</sup>:** Provides coverage for certain costs and unauthorized electronic fund transfers.

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

\*\* 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.

## STEPS YOU CAN TAKE TO HELP 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). Please note, this notification was not delayed by law enforcement authorities.

**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 1-877-322-8228, 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:

**Equifax**  
P.O. Box 105851  
Atlanta, GA 30348  
1-800-525-6285  
[www.equifax.com](http://www.equifax.com)

**Experian**  
P.O. Box 9532  
Allen, TX 75013  
1-888-397-3742  
[www.experian.com](http://www.experian.com)

**TransUnion**  
P.O. Box 1000  
Chester, PA 19016  
1-800-916-8800  
[www.transunion.com](http://www.transunion.com)

**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 one year. 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:** 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.

**Federal Trade Commission**  
600 Pennsylvania Ave, NW  
Washington, DC 20580  
[www.consumer.ftc.gov](http://www.consumer.ftc.gov)  
1-877-438-4338

**Oregon Attorney General**  
1162 Court St., NE  
Salem, OR 97301  
[www.doj.state.or.us/consumer-protection](http://www.doj.state.or.us/consumer-protection)  
1-877-877-9392

**California Attorney General**  
1300 I Street  
Sacramento, CA 95814  
[www.oag.ca.gov/privacy](http://www.oag.ca.gov/privacy)  
1-800-952-5225

**New York Attorney General**  
The Capitol  
Albany, NY 12224  
[www.ag.ny.gov](http://www.ag.ny.gov)  
1-800-771-7755

**NY Bureau of Internet and Technology**  
28 Liberty Street  
New York, NY 10005  
[www.dos.ny.gov/consumerprotection/](http://www.dos.ny.gov/consumerprotection/)  
1-212-416-8433

**NC Attorney General**  
9001 Mail Service Center  
Raleigh, NC 27699  
[www.ncdoj.gov/protectingconsumers/](http://www.ncdoj.gov/protectingconsumers/)  
1-877-566-7226

**Internal Revenue Service Identity Protection PIN (IP PIN):** You may also obtain an Identity Protection PIN (IP PIN) from the Internal Revenue Service, a six-digit number that prevents someone else from filing a tax return using your Social Security number or Individual Taxpayer Identification Number. The IP PIN is known only to you and the IRS, and helps the IRS verify your identity when you file your electronic or paper tax return. Even though you may not have a filing requirement, an IP PIN still protects your account. If you do not already have an IP PIN, you may get an IP PIN as a proactive step to protect yourself from tax-related identity theft either online, by paper application or in-person. Information about the IP PIN program can be found here: <https://www.irs.gov/identity-theft-fraud-scams/get-an-identity-protection-pin>.

**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.

**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 <https://www.consumer.ftc.gov/articles/pdf-0096-fair-credit-reporting-act.pdf>