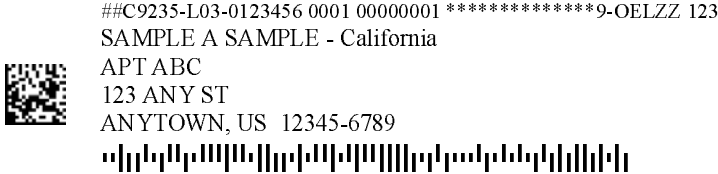


July 19, 2017



Dear Sample A Sample,

***Notice of Data Breach***

Keller Williams Realty, Inc. recently experienced a potential security incident involving the personal information of some of its current and former associates. We are providing this notice as a precaution to inform potentially affected individuals of the incident and to call your attention to some steps you can take to help protect yourself. We sincerely regret any concern this may cause you.

***What Happened***

We recently learned that an unauthorized third party was able to gain access to portions of the Keller Williams network and, while on the network, may have been able to access certain associate files stored in our systems.

***What Information Was Involved***

We believe that certain associate and information, including first and last name, addresses, Social Security number, and in some cases, Keller Williams usernames and passwords, were contained in these files and could be affected as a result of this incident. Please note that at this time, we are not aware of any fraud or misuse of your information as a result of this incident.

***What We Are Doing***

Keller Williams takes the privacy and protection of personal information very seriously, and deeply regrets that this incident occurred. Upon learning of this situation, we took immediate action to identify, block and prevent future unauthorized access, and initiated an investigation with the assistance of external forensic experts. In addition, we have contacted law enforcement and will continue to cooperate in their investigation of this incident.

To help protect your identity, we are offering a complimentary membership in Experian IdentityWorks<sup>SM</sup>. This product helps detect possible misuse of your personal information and provides you with superior identity protection support focused on immediate identification and resolution of identity theft. Included with this service are fraud resolution services that provide an Experian Fraud Resolution agent 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). While this Fraud Resolution assistance is immediately available to you without any further action on your part, you can also activate the fraud detection tools available through enrolling in IdentityWorks at no cost to you. To enroll in these services, visit <https://www.experianidworks.com/creditone> by **October 31, 2017**, and use the following activation code: ABCDEFGHI.

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You may also enroll over the phone by calling **888-829-6550** between the hours of 9:00 AM and 9:00 PM (Eastern Time), Monday through Friday and 11:00 AM and 8:00 PM Saturday (excluding holidays). Please provide the following engagement number as proof of eligibility: **DB02396**.

Once you enroll in IdentityWorks, you will have access to the following features:

- **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 credit 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™:** 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.

There are additional actions you can consider taking to reduce the chances of identity theft or fraud on your account(s). Please refer to [www.ExperianIDWorks.com/restoration](http://www.ExperianIDWorks.com/restoration) for this information.

#### ***What You Can Do***

We want to make you aware of steps you can take to guard against fraud or identity theft. You can carefully check your credit reports for accounts you did not open or for inquiries from creditors you did not initiate. If you see anything you do not understand, call the credit agency immediately. If you find any suspicious activity on your credit reports, call your local police or sheriff's office, and file a police report for identity theft and get a copy of it. You may need to give copies of the police report to creditors to clear up your records. Also, the "Information about Identity Theft Protection" reference guide, included here, describes additional steps that you may take to help protect yourself, including recommendations by the Federal Trade Commission regarding identity theft protection and details on placing a fraud alert or a security freeze on your credit file.

#### ***For More Information***

For more information about this incident, or if you have additional questions or concerns about this incident, you may contact us directly at 888-829-6550 between the hours of 9:00 AM and 9:00 PM (Eastern Time), Monday through Friday and 11:00 AM and 8:00 PM Saturday (excluding holidays). Again, we sincerely regret any concern this event may cause you.

Very truly yours,



John Davis  
CEO

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\* 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.

## Information about Identity Theft Protection

**Review Accounts and Credit Reports:** You can also 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 at the bottom of this page.

You should remain vigilant with respect to reviewing your account statements and credit reports, and you should promptly report any suspicious activity or suspected identity theft to the proper law enforcement authorities, including local law enforcement, your state's attorney general, and/or the Federal Trade Commission ("FTC"). You may contact the FTC or your state's regulatory authority to obtain additional information about avoiding and protection against identity theft: Federal Trade Commission, Consumer Response Center 600 Pennsylvania Avenue, NW, Washington, DC 20580, 1-877-IDTHEFT (438-4338), [www.ftc.gov/idtheft](http://www.ftc.gov/idtheft).

**Fraud Alerts:** There are two types of fraud alerts that you can place on your credit report to put your creditors on notice that you may be a victim of fraud: an initial alert and an extended alert. You may ask that an initial fraud alert be placed on your credit report if you suspect you have been, or are about to be, a victim of identity theft. An initial fraud alert stays on your credit report for at least 90 days. You may have an extended alert placed on your credit report if you have already been a victim of identity theft with the appropriate documentary proof. An extended fraud alert stays on your credit report for seven years. You can place a fraud alert on your credit report by contacting any of the three national credit reporting agencies at the addresses or toll-free numbers listed at the bottom of this page.

**Credit Freezes:** You may have the right to put a credit freeze, also known as a security freeze, on your credit file, so that no new credit can be opened in your name without the use of a PIN number 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 get access to your credit report unless you temporarily lift the freeze. Therefore, using a credit freeze may delay your ability to obtain credit. In addition, you may incur fees to place, lift and/or remove a credit freeze. Credit freeze laws vary from state to state. The cost of placing, temporarily lifting, and removing a credit freeze also varies by state, generally \$5 to \$20 per action at each credit reporting company. Unlike a fraud alert, you must separately place a credit freeze on your credit file at each credit reporting company. Since the instructions for how to establish a credit freeze differ from state to state, please contact the three major credit reporting companies as specified below to find out more information.

You can obtain more information about fraud alerts and credit freezes by contacting the FTC or one of the national credit reporting agencies listed below.

### National Credit Reporting Agencies Contact Information

Equifax ([www.equifax.com](http://www.equifax.com))

**General Contact:**

P.O. Box 740241  
Atlanta, GA 30374  
800-685-1111

**Fraud Alerts:**

P.O. Box 740256, Atlanta, GA 30374

**Credit Freezes:**

P.O. Box 105788, Atlanta, GA 30348

Experian ([www.experian.com](http://www.experian.com))

**General Contact:**

P.O. Box 2002  
Allen, TX 75013  
888-397-3742

**Fraud Alerts and Security Freezes:**

P.O. Box 9554, Allen, TX 75013

TransUnion ([www.transunion.com](http://www.transunion.com))

**General Contact:**

P.O. Box 105281  
Atlanta, GA 30348  
877-322-8228

**Fraud Alerts and Security Freezes:**

P.O. Box 2000, Chester, PA 19022

888-909-8872

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