

# Too Lost<sup>®</sup>

P.O. Box 989728

West Sacramento, CA 95798-9728

<<First Name>> <<Last Name>>

<<Address 1>>

<<Address 2>>

<<City>>, <<State>> <<Zip>>

February 20, 2026

## **NOTICE OF DATA BREACH**

Dear <<First Name>> <<Last Name>>,

We are writing to notify you of a data security incident that may have involved your personal information. Although we have no evidence at this time that your information has been misused for identity theft or fraud as a result of this incident, we are contacting you to explain the circumstances of this event and to provide information about how to help protect yourself.

### ***What Happened***

At the end of January 2026, Too Lost was contacted by an unauthorized third party who claimed to have obtained certain information from the Too Lost environment (the "Incident"). Too Lost immediately launched a comprehensive investigation with the assistance of cybersecurity experts and contacted law enforcement.

The investigation identified evidence indicating that unauthorized access and transfer of data involving a Too Lost web application occurred between July 25, 2025, and September 2, 2025. On February 10, 2026, we determined that some of your personal information may have been affected by the Incident.

### ***What Information Was Involved***

The following types of your personal information were involved: your name; and basic contact information such as your address, email address, and/or your phone number. <<Variable Data 1>>

The password to your Too Lost account was not affected by this incident, however we always recommend being diligent about account security by using unique passwords across your online accounts; you can change your account password at any time.

### ***What We Are Doing***

Please know that protecting your personal information is something that Too Lost takes very seriously. We have made efforts to reduce the likelihood of a similar incident occurring in the future, and we continue to make additional improvements that strengthen our cybersecurity posture. We also took steps to confirm that the data was destroyed by the unauthorized third party.

While we do not believe there is any likelihood of harm to anyone, to help relieve any concerns, we are providing you with access to the identity protection services referenced below.

915 Broadway, Suite 802  
New York, NY 10010

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

As described in the enclosed document titled “Additional Resources,” we recommend you remain vigilant and take steps to protect against identity theft and fraud, including monitoring your accounts, account statements, and free credit reports for signs of suspicious activity. To further protect your identity and as a precaution, we are also offering you <<12 months/24 months>> of credit monitoring and identity protection with IDX at no cost to you. Your IDX coverage also includes a \$1,000,000 insurance reimbursement policy, and fully managed ID theft recovery services. You can sign up for this service by visiting <https://app.idx.us/account-creation/protect> or by scanning the QR image and using the Enrollment Code provided below.

Enrollment Code: <<XXXXXXXX>>

Enrollment Deadline: May 20, 2026

To Enroll, Scan the QR Code Below:





Or Visit:  
<https://app.idx.us/account-creation/protect>

If you have questions about the service, need assistance with identity restoration, or would like an alternative to enrolling in IDX’s services online, please contact IDX’s customer care team by calling 1-844-893-9255. Please be prepared to provide your enrollment code as proof of eligibility.

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

We are fully committed to protecting your information and deeply regret that this incident occurred. If you have questions or concerns regarding this incident, please contact us at please contact us at 1-844-893-9255, Monday-Friday from 6 a.m. to 6 p.m. PST.

Sincerely,

*Gregory Hirschhorn*

Gregory Hirschhorn  
CEO

## **ADDITIONAL RESOURCES**

### **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 for a fee by contacting one or more of the three national credit reporting agencies (see the “Important Contacts” section for contact details).

You should remain vigilant for incidents of fraud or identity theft by reviewing account statements and monitoring free credit reports. 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. You should also call your local police department and file a report of identity theft. Finally, you should make sure to keep a copy of the police report in case you need to provide it to creditors or credit reporting agencies when accessing or disputing inaccurate information.

You have rights under the federal Fair Credit Reporting Act (FCRA), which governs the collection and use of information about you by consumer reporting agencies. For more information about your rights under the FCRA, please visit <https://www.ftc.gov/legal-library/browse/statutes/fair-credit-reporting-act>.

### **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 (see the “Important Contacts” section for contact details).

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:

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

### **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 one 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 seven years. Should you wish to place a fraud alert, please contact any one of the credit reporting agencies listed below. The agency you contact will then contact the other two credit agencies.

### **Important Contacts**

To access your credit report, or to implement a security freeze or a fraud alert, you may contact the three major credit reporting agencies listed below.

	<b>Access your Credit Report</b>	<b>Implement a Security / Credit Freeze</b>	<b>Implement a Fraud Alert</b>
<b>Equifax</b>	P.O. Box 740241 Atlanta, GA, 30374-0241 1-866-349-5191 <a href="http://www.equifax.com">www.equifax.com</a>	P.O. Box 105788 Atlanta, GA 30348-5788 1-888-298-0045 <a href="http://www.equifax.com/personal/credit-report-services">www.equifax.com/personal/credit-report-services</a>	P.O. Box 105069 Atlanta, GA 30348-5069 1-800-525-6285 <a href="http://www.equifax.com/personal/credit-report-services/credit-fraud-alerts">www.equifax.com/personal/credit-report-services/credit-fraud-alerts</a>
<b>Experian</b>	P.O. Box 2002 Allen, TX, 75013-9701 1-866-200-6020 <a href="http://www.experian.com">www.experian.com</a>	P.O. Box 9554 Allen, TX 75013-9554 1-888-397-3742 <a href="http://www.experian.com/freeze/center.html">www.experian.com/freeze/center.html</a>	P.O. Box 9554 Allen, TX 75013-9554 1-888-397-3742 <a href="http://www.experian.com/fraud/center.html">www.experian.com/fraud/center.html</a>
<b>TransUnion</b>	P.O. Box 1000 Chester, PA, 19016-1000 1-800-888-4213 <a href="http://www.transunion.com">www.transunion.com</a>	P.O. Box 160 Woodlyn, PA 19094 1-800-916-8800 <a href="http://www.transunion.com/credit-freeze">www.transunion.com/credit-freeze</a>	P.O. Box 2000 Chester, PA, 19016-2000 1-800-680-7289 <a href="http://www.transunion.com/fraud-alerts">www.transunion.com/fraud-alerts</a>

For more information about fraud alerts, security freezes, and steps for avoiding identity theft, or if you believe you are the victim of identity theft or have reason to believe your personal information has been misused, you can contact the Federal Trade Commission (FTC) at: FTC Consumer Response Center, 600 Pennsylvania Avenue, NW, Washington D.C. 20580, by phone at 1-877-438-4338, or by visiting [www.consumer.ftc.gov](http://www.consumer.ftc.gov). You should also report incidents of suspected identity theft to local law enforcement and the Attorney General's office in your home state and file a police report.

- If you are a California or Wyoming resident, please note that this notification was not delayed by law enforcement. California residents may visit the CalPrivacy website ([www.oag.ca.gov/privacy](http://www.oag.ca.gov/privacy)) for additional information on protection against identity theft.
- If you are a Colorado, Georgia, or New Jersey resident, you may obtain one or more (depending on the state) additional copies of your credit report, free of charge. You must contact each of the credit reporting agencies directly to obtain such additional report(s).
- Connecticut residents may contact the Attorney General at the Office of the Attorney General, 165 Capitol Avenue, Hartford, CT 06106; [www.ct.gov/ag](http://www.ct.gov/ag); 860-808-5318.
- District of Columbia residents may contact the Office of the Attorney General for the District of Columbia, Office of Consumer Protection, at 400 6th St. NW, Washington, D.C. 20001, <https://oag.dc.gov>; 202-442-9828 (consumer protection hotline).
- Iowa and Oregon residents are advised to report any suspected identity theft to local law enforcement, to their respective Attorney General, and to the FTC. Oregon residents may contact the Oregon Department of Justice at 1162 Court Street NE, Salem, OR 97301-4096, [www.doj.state.or.us/](http://www.doj.state.or.us/); 877-877-9392.
- Kentucky residents may contact the Office of the Attorney General at 1024 Capital Center Drive, Suite 200, Frankfort, Kentucky 40601; [www.ag.ky.gov](http://www.ag.ky.gov); 502-696-5300.
- Maryland residents may contact the Maryland Office of the Attorney General, Consumer Protection Division Office, at 44 North Potomac Street, Suite 104, Hagerstown, MD 21740; 888-743-0023 or 410-528-8662; <https://oag.maryland.gov>.
- Massachusetts and Rhode Island residents are advised of their right to obtain a police report in regards to this incident.
- New York residents, in addition to considering placing a security freeze on their credit reports, may report any incidents of suspected identity theft to the FTC, New York Attorney General, or local law enforcement. More information is available at the New York Department of State Division of Consumer Protection website, <https://dos.ny.gov/consumer-protection>; the NY Attorney General at: <https://ag.ny.gov> or by phone at 800-771-7755; or via the FTC at <https://consumer.ftc.gov/identity-theft-and-online-security/identity-theft> or <https://www.identitytheft.gov/>.
- North Carolina residents may contact the North Carolina Office of the Attorney General, Consumer Protection Division, at 9001 Mail Service Center, Raleigh, NC 27699-9001; [www.ncdoj.gov](http://www.ncdoj.gov); 877-566-7226.
- Rhode Island residents may contact the Office of the Attorney General at 150 South Main Street, Providence, RI 02930; 401-274-4400. «Variable\_Data\_3»
- Vermont residents who do not have internet access but would like to learn more about how to place a security freeze on your credit report may contact the Vermont Attorney General's Office at 802-656-3183; 800-649-2424 (toll free in Vermont only).