



Attn: Anne Kim
1505 10th St.
Santa Monica, CA 90401

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NOTICE OF DATA BREACH

Dear <<Name 1>>:

At Innovative Artists Talent and Literary Agency, Inc. (and its affiliates) (“Innovative Artists”), protecting the security of the information in our possession is a responsibility we take very seriously. This is to notify you of a possible data security incident that may have exposed some of your personal information. This notice explains the incident and steps Innovative Artists has undertaken to address it. In addition, we provide guidance below on what you can do to protect your personal information.

<p>I. What Happened?</p>	<p>At approximately 11:00 p.m. on February 11, 2018, Innovative Artists’ office located at 1505 10th St., Santa Monica, CA 90401 was burglarized. Video footage of the burglar was captured and provided to law enforcement.</p> <p>In the course of the burglary, certain computer equipment that may contain some of your personal information was stolen. We believe that the computer equipment was likely stolen for the value of the hardware itself and further believe it is unlikely that the burglar’s intent was to access your personal information based on the following factors: (a) the burglar spent a sufficient amount of time in the building to inventory the computer hardware available; (b) the burglar specifically selected Apple computer hardware that had a “street value” of approximately 10-20x times the value of those computers that were not stolen; (c) the burglar did not steal less expensive server computers, despite the fact that those computers may have larger quantities of personal information; (d) the burglar did not steal the computer equipment of various key-personnel with less expensive computers; and (e) the burglar did not steal “backup” drives that included personal information. The belief that the burglar was simply targeting high-cost hardware (rather than data) is supported by statements from law enforcement, computer experts, Apple representatives and insurance representatives that there have been numerous thefts in the Santa Monica area that have targeted similar valuable and “easy to sell” Apple branded computer hardware. According to computer experts Innovative Artists consulted, there is a significant possibility that the computer equipment stolen was “wiped” of personal data, “chopped” and sold for spare parts without any actual access of the data that was on the stolen computer equipment. In addition: (a) the stolen computer equipment was password protected; (b) emails on Innovative Artists’ server are protected by two-factor identification; and (c) databases with each client’s personal information are stored on a remotely secured server maintained by a third party (that provides similar services to many large talent agencies). Nonetheless, in an abundance of caution, we wanted to notify you about a potential data breach even though it is possible that there was no actual unauthorized access to your personal information.</p>
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<p>II. What Information Was Involved?</p>	<p>The information stored on the stolen computer equipment, if breached, may have included names, Social Security numbers, birth dates, addresses, and in very limited instances, driver's license numbers, medical information and health insurance information.</p>			
<p>III. What We Are Doing?</p>	<p>The Santa Monica Police Department is investigating the burglary and theft of Innovative Artists' computer equipment and Innovative Artists is cooperating with that investigation.</p> <p>In an abundance of caution, Innovative Artists shall provide you with Equifax® Credit Watch™ Gold with WebDetect Features identity theft prevention and mitigation services at no cost to you for 12 months. This service includes: (a) Equifax® credit file monitoring and alerts to key changes to your Equifax credit report; (b) Wireless alerts (available online only) (data charges may apply); (c) Access to your Equifax credit report; (d) Internet Scanning which monitors suspicious web sites for your Social Security, Passport, Credit Card, Bank, and Insurance Policy Numbers, and alerts you if your private information is found there; (e) Automatic Fraud Alerts with a fraud alert, potential lenders are encouraged to take extra steps to verify your ID before extending credit; (f) Up to \$25,000 Identity Theft Insurance; (g) Live agent Customer Service 7 days a week from 8 a.m. to 3 a.m.; and (h) Identity Restoration Services (if required). To obtain these services, you must register online at www.myservices.equifax.com/goldscan and enter the activation code <<Activation Code>> in the activation box by May 30, 2018. To register, you will need to complete a form with your contact information (name, gender, home address, date of birth, Social Security Number and telephone number), create an online account, verify your identity by answering four security questions, and submit your order.</p>			
<p>IV. What You Can Do?</p>	<p>In addition to identity theft prevention services, we recommend that you remain vigilant for incidents of fraud and identity theft by reviewing account statements and monitoring your credit reports. You may obtain a free copy of your credit report from each company listed below once every 12 months by requesting your report online at www.annualcreditreport.com, calling toll-free 1-877-322-8228, or mailing an Annual Credit Report Request Form (available at 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 any of the credit reporting agencies below:</p> <table border="0" data-bbox="483 1155 1490 1302"> <tr> <td data-bbox="483 1155 747 1302"> <p>Equifax PO Box 740241 Atlanta, GA 30374 www.equifax.com 888-766-0008</p> </td> <td data-bbox="753 1155 1016 1302"> <p>Experian PO Box 9554 Allen, TX 75013 www.experian.com 888-397-3742</p> </td> <td data-bbox="1023 1155 1490 1302"> <p>TransUnion PO Box 2000 Chester, PA 19016 www.transunion.com 800-680-7289</p> </td> </tr> </table> <p>If you believe you are the victim of identity theft, you should contact the proper law enforcement authorities, including local law enforcement, and you should consider contacting your state attorney general and/or the Federal Trade Commission ("FTC"). You also may contact the FTC to obtain additional information about avoiding identity theft.</p> <p>Federal Trade Commission, Consumer Response Center 600 Pennsylvania Avenue NW, Washington, DC 20580; 1-877-IDTHEFT (438-4338) www.ftc.gov/idtheft</p> <p>State Attorneys General: Information on how to contact your state attorney general may be found at www.naag.org/naag/attorneys-general/whos-my-ag.php.</p> <p>You may obtain information from the FTC and the credit reporting agencies listed above about placing a fraud alert and/or credit freeze on your credit report.</p>	<p>Equifax PO Box 740241 Atlanta, GA 30374 www.equifax.com 888-766-0008</p>	<p>Experian PO Box 9554 Allen, TX 75013 www.experian.com 888-397-3742</p>	<p>TransUnion PO Box 2000 Chester, PA 19016 www.transunion.com 800-680-7289</p>
<p>Equifax PO Box 740241 Atlanta, GA 30374 www.equifax.com 888-766-0008</p>	<p>Experian PO Box 9554 Allen, TX 75013 www.experian.com 888-397-3742</p>	<p>TransUnion PO Box 2000 Chester, PA 19016 www.transunion.com 800-680-7289</p>		
<p>V. For More Information?</p>	<p>Innovative Artists is committed to ensuring that your personal information is protected, and we apologize for the concern and frustration this incident causes. If you have additional questions, please email anne.kim@iala.com</p>			