

[Weaver Letterhead]

[[DATE]]

RE: Notice of Security Incident

Dear [[NAME]]:

I am writing on behalf of Weaver Fundraising, LLC d/b/a Trail's End ("Trail's End") to inform you of an incident that involved your personal information. This letter provides you with information about the steps Trail's End has taken to guard against future misappropriation or misuse of your personal data.

### **What Happened?**

It appears that an unauthorized party obtained your username from sources other than Trail's End (i.e. the dark web or previously compromised accounts), used it to attempt to access your account, and clicked the "forgot password" button. When we sent a new password to your email address, the unauthorized party was able to pull the new password from network traffic.

With a username and new password, the unauthorized party could enter an account, change information like your username, email address, password, and redeem an Amazon.com Gift Card ("gift card").

It appears an unauthorized party began pulling passwords from network traffic on May 3, 2020, and we discovered this was occurring on May 7, 2020 and immediately began an investigation to block the attacker.

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

Based on our investigation, we believe the unauthorized party gained access to your username and a password needed to access your Trail's End account. We believe the unauthorized party also claimed a gift card in your account and changed your email address so that the gift card was not sent to you. We have since provided another gift card for you to claim in your account, and we reset your username and email address back to what it was prior to the attack by the unauthorized party. Our investigation indicates that the unauthorized party did not compromise other information.

### **What We Are Doing**

Once we realized what was occurring, we immediately started an investigation, blocked the attacker, updated our security features, and reset information in your account back to what it originally was prior to the attack. Although we have reset your information, we recommend that you go into your account and change your password since it is currently a random password we assigned to you to prevent the attacker from accessing your account. You also can contact us to update your username, if you desire. Although we intend to report this incident to the appropriate law enforcement officials, the mailing of this notice was not delayed by law enforcement.

**What You Can Do**

Please promptly change your password. Additionally, although we don't believe any of your sensitive information was taken, our required legal notice enclosed called *Preventing Identity Theft and Fraud* provides more information on ways to protect against the potential misuse of your information.

**For More Information**

Again, we take the security of your information very seriously, and we will continue to monitor and take measures to protect your information. If you have additional questions, please email us at [support@trails-end.com](mailto:support@trails-end.com).

Sincerely,

Trail's End Popcorn Company

## Preventing Identity Theft and Fraud

As a precautionary measure, we recommend that you remain vigilant to protect against potential fraud and/or identity theft by, among other things, reviewing your account statements and monitoring 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 should also promptly report any fraudulent activity or any suspected incidents of identity theft to proper law enforcement authorities, including the police and your state's attorney general, as well as the Federal Trade Commission ("FTC").

You may wish to review the tips provided by the FTC on fraud alerts, security/credit freezes and steps to you can take to avoid identity theft. For more information and to contact the FTC, please visit [www.ftc.gov/idtheft](http://www.ftc.gov/idtheft) or call 1-877-ID-THEFT (1-877-438-4338). You may also contact the FTC at: Federal Trade Commission, 600 Pennsylvania Avenue, NW, Washington, DC 20580.

**Credit Reports:** You may obtain a free copy of your credit report once every 12 months from each of the three national credit reporting agencies by visiting <http://www.annualcreditreport.com>, by 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 can print a copy of the request form at <https://www.annualcreditreport.com/cra/requestformfinal.pdf>.

Alternatively, you may elect to purchase a copy of your credit report by contacting one of the three national credit reporting agencies. Contact information for the three national credit reporting agencies for the purpose of requesting a copy of your credit report or for general inquiries, including obtaining information about fraud alerts and placing a security freeze on your credit files, is as follows:

Equifax  
1-800-349-9960  
[www.equifax.com](http://www.equifax.com)  
P.O. Box 105788  
Atlanta, GA 30348

Experian  
1-888-397-3742  
[www.experian.com](http://www.experian.com)  
P.O. Box 9554  
Allen, TX 75013

TransUnion  
1-888-909-8872  
[www.transunion.com](http://www.transunion.com)  
P.O. Box 2000  
Chester, PA 19022

**Fraud Alerts:** 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 new accounts in your name. To place a fraud alert on your credit report, contact any of the three national credit reporting agencies using the contact information listed above. Additional information is available at <http://www.annualcreditreport.com>.

**Credit and Security Freezes:** You may have the right to place 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 the 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. 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 using the contact information above.

Individuals interacting with credit reporting agencies have rights under the Fair Credit Reporting Act. We encourage you to review your rights under the Fair Credit Reporting Act by visiting [https://files.consumerfinance.gov/f/201504\\_cfpb\\_summary\\_your-rights-under-fcra.pdf](https://files.consumerfinance.gov/f/201504_cfpb_summary_your-rights-under-fcra.pdf), or by requesting information in writing from the Consumer Response Center, Room 130-A, Federal Trade Commission, 600 Pennsylvania Ave. NW, Washington, DC 20580.

**Other Important State Information**

You may also file a report with your local police or the police in the community where the identity theft took place. Further, you are entitled to request a copy of the police report filed in this matter.

**For California Residents:**

You can visit the California Office of Privacy Protection ([www.oag.ca.gov/privacy](http://www.oag.ca.gov/privacy)) for additional information on protection against identity theft.

**For Colorado, New Jersey, and Puerto Rico Residents:** 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 bureaus directly to obtain such additional report(s).