

# SNAKE RIVER FARMS

Processing Center • P.O. BOX 141578 • Austin, TX 78714



00944  
JOHN Q. SAMPLE  
1234 MAIN STREET  
ANYTOWN US 12345-6789

May 2, 2017

Dear John Sample,

## **Notice of Data Breach**

Agri Beef Co. (“Agri Beef”) is writing to inform you of a data security incident that may have exposed some of your personally identifiable information (“PII”) submitted to our website [snakeriverfarms.com](http://snakeriverfarms.com) (“Snake River Farms”).

### **What Happened?**

Gorilla Group, a third-party partner that hosts Snake River Farms servers, advised us that a data security incident occurred during the window of November 22, 2016 to April 4, 2017, and Gorilla Group notified Agri Beef of the incident on April 5, 2017. During the window, a third party may have gained access to [snakeriverfarms.com](http://snakeriverfarms.com) with the intent to obtain certain PII.

The PII compromised includes: customer names, email addresses, billing addresses, telephone numbers, credit card/debit card numbers, credit card/debit card security codes and expiration dates, the credit card type, and the date of the transaction. After learning of the data breach on April 5, 2017, we have been working, with the aid of outside resources, to help you avoid and/or minimize as much as possible, any negative consequences.

Our notification has not been delayed as a result of any law enforcement investigation.

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

The potentially compromised information relates to your transactions on the Snake River Farms website. As explained above, PII that may have been compromised includes: customer names, email addresses, billing addresses, telephone numbers, credit card/debit card numbers, credit card/debit card security codes and expiration dates, the credit card type, and the date of the transaction. Compromised information could be used to attempt to fraudulently charge your credit or debit card.

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

We take the protection of personal information very seriously and sincerely apologize for any inconvenience experienced as a result of this incident. We want you to know that we have determined the cause of the incident and are taking immediate actions to prevent future incidents of this nature.



01-02-4-00

Snake River Farms has reported the incident to appropriate federal authorities, like the FBI, and outside consultants to undertake further investigation. We will use the results of their investigations to implement any needed changes, and will continue to conduct regular assessments of our system to ensure its security.

To help relieve concerns and restore confidence following this incident, Snake River Farms is offering 12 months of credit monitoring services through AllClear ID. The program being offered is called AllClear Credit Monitoring and includes: single or triple bureau monitoring options; identity repair; identity theft monitoring; fast and secure phone alerts; identity theft insurance for certain expenses up to \$1,000,000; and ChildScan Monitoring for people under 18. To use this service, you will need to provide your personal information to AllClear ID. You may sign up online at [enroll.allclearid.com](http://enroll.allclearid.com) or by phone by calling 1-855-216-1155 using the following redemption code: Redemption Code.

Please note: Additional steps may be required by you in order to activate your phone alerts and monitoring options.

Snake River Farms is also offering AllClear Identity Repair, which will help to initiate dispute processes, help recover financial losses, and restore credit reports to their pre-fraud state if you are affected by identify theft. This service is automatically available to you with no enrollment required. If a problem arises, simply call 1-855-216-1155.

The AllClear Credit Monitoring and Identity Repair programs are provided at no cost to you. Snake River Farms will not have access to your AllClear ID account. **You must enroll within 12 months of the date of this letter to take advantage of your credit monitoring service.**

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

We are notifying you so that you can take additional actions to minimize or eliminate potential personal harm. Because this is a serious incident, **we strongly encourage you to take the following preventive measures to help detect and mitigate any misuse of your personal information:**

- Contact the Identity Theft Resource Center (ITRC), which can provide you with guidance throughout this process. ITRC is a non-profit organization that provides consultation and helps possible victims of identity theft mitigate any damage caused and provides assistance communicating with the appropriate government and credit reporting agencies. ITRC provides its services free of cost, and is open seven days a week. You can contact them directly at 1-888-400-5530.
- Change user names, passwords, and security questions and answers, and take any other steps appropriate to protect online accounts.
- Closely monitor your financial accounts and promptly contact your financial institution if you notice any unusual activity. You may also wish to contact your credit or debit card issuer to determine whether a new card should be issued and whether additional levels of security or protective measures should be placed on your account(s).
- We also strongly encourage you to report incidents of suspected identity theft to your local law enforcement and state attorney general.
- You may also contact the FTC to receive information about preventing identity theft, fraud alerts and security freezes:

- o **FTC**

1-877-ID-THEFT (1-877-438-4338)

Federal Trade Commission

600 Pennsylvania Avenue, NW

Washington, DC 20580

<https://www.consumer.ftc.gov/features/feature-0014-identity-theft>

- We also recommend that you monitor your free credit reports. 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 [www.annualcreditreport.com](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 may want to place a security freeze on your credit files by calling each of the three credit reporting agencies. A security freeze is intended to prevent credit, loans and services from being approved in your name without your consent. To place a security freeze on your credit report, you may be able to use an online process, an automated telephone line, or a written request to any of the three credit reporting agencies listed above. The following information must be included when requesting a security freeze (note that if you are requesting a credit report for your spouse, this information must be provided for him/her as well): (1) full name, with middle initial and any suffixes; (2) Social Security number; (3) date of birth; (4) current address and any previous addresses for the past five years; and (5) any applicable incident report or complaint with a law enforcement agency or the Registry of Motor Vehicles. The request must also include a copy of a government-issued identification card and a copy of a recent utility bill or bank or insurance statement. It is essential that each copy be legible, display your name and current mailing address, and the date of issue. The credit reporting agencies may charge a fee to place a freeze, temporarily lift it or permanently remove it. The fee is waived if you are a victim of identity theft and have submitted a valid investigative or law enforcement report or complaint relating to the identity theft incident to the credit reporting agencies. (You must review your state’s requirement(s) and/or credit bureau requirement(s) for the specific document(s) to be submitted.)

While we have already notified the three major credit reporting agencies, we strongly encourage you to contact the credit reporting agencies directly to notify them, receive credit alerts, or freeze your credit files. Contact for the three agencies is below:

Equifax	Experian	TransUnion
P.O. Box 740241 Atlanta, GA 30374 1-800-685-1111 (general) 1-888-766-0008 (fraud alert) 1-800-685-1111 (security freeze) <a href="http://www.freeze.equifax.com">www.freeze.equifax.com</a>	P.O. Box 2104 Allen, TX 75013 1-888-397-3742 <a href="http://www.experian.com/freeze">www.experian.com/freeze</a>	P.O. Box 2000 Chester, PA 19022 1-800-888-4213 (general) 1-800-680-7289 (identity theft and fraud) <a href="http://www.transunion.com/credit-freeze/place-credit-freeze">www.transunion.com/credit-freeze/place-credit-freeze</a>

You should also remain vigilant in protecting against incidents of identity theft, like reviewing account statements and obtaining and double-checking free credit reports. Further, report any suspected identify theft to local law enforcement or, if you live in Iowa, to your state’s Attorney General.



**For More Information.**

For more information, you may contact AllClear ID at 1-855-216-1155. Thank you for your ongoing patience and understanding as we work through this process. Protecting your information is critical to us. We trust that the services we are offering to you demonstrate our continued commitment to your security and satisfaction.

Sincerely,

A handwritten signature in black ink, appearing to read "Jayne Davis", with a long horizontal flourish extending to the right.

Jayne Davis  
Director of Corporate and Regulatory Affairs