



Notice of Data Breach

Amplify Education
55 Washington Street, 8th Fl.
Brooklyn, NY 11201
Attn: Finance

<<Mail ID>>

<<Name 1>>

<<Address>>

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

<<Date>>

Dear <<Name 1>>:

We are writing to provide you with information about a data security incident we recently experienced.

What Happened and What Information Was Involved

On February 3, 2017, Amplify discovered a data security incident that involved the exposure of personal information of current and certain former employees through a phishing scam that occurred on February 2, 2017. The breach involved the disclosure of 2016 W-2 forms, which include (among other information) the following:

- Full name;
- Home address;
- Social security number; and
- Wages and taxes earned and paid for 2016.

What We Are Doing

We are taking this incident very seriously. We have notified and will fully cooperate with the Internal Revenue Service, the Federal Bureau of Investigation, and the New York Police Department, and we are working with outside legal counsel to take appropriate steps in responding to this incident. We are taking steps to strengthen our protection of personal information, and we will continue to closely monitor and take further steps as appropriate to safeguard such information.

We encourage you to take steps to help protect yourself. To assist you in these efforts, we have partnered with Equifax® to provide its ID Patrol identity theft protection product for two years at no charge to you. A description of this product is provided in the enclosed material, which also contains instructions about how to enroll (including your personal activation code). If you choose to take advantage of this product, it will, among other services, provide you with alerts of changes to your credit information, up to \$1 million in identity theft insurance, and access to your Equifax credit report. You must complete the enrollment process by May 20, 2017.

What You Can Do

You can take other steps to protect against any potential misuse of your information. We have enclosed information with this letter to assist you in protecting yourself. We encourage you to follow the steps listed in the enclosed *Other Suggested Courses of Action*. For example, we recommend contacting your state tax authority, and we provided contact information for the applicable state tax authorities in the enclosed *State Tax Authorities & Resources* document.

We also recommend that you consider reviewing your credit report from each of the three major credit reporting agencies: Experian, Equifax, and Transunion (contact information provided below). The law entitles you to receive a free copy of your credit report annually from each of the three major credit reporting agencies. To order your free credit report, visit <http://www.annualcreditreport.com> or call, toll-free, 1-877-322-8228.

When you receive your credit report, review it carefully. If you discover errors or unauthorized accounts or charges on your credit reports, you should immediately notify the appropriate credit bureau by telephone and in writing. If you find suspicious activity on your credit reports or have reason to believe your information is being misused, file a police report with local law enforcement, and notify your state Attorney General's Office or the Federal Trade Commission at <https://www.identitytheft.gov/>; Consumer Response Center, 600 Pennsylvania Avenue, NW, Washington, DC 20580; or 1-877-IDTHEFT (438-4338). You should obtain a copy of the police report because many creditors require the information it contains before they will absolve you of the fraudulent debts.

EXPERIAN
P.O. Box 9532
Allen, TX 75013
(888) 397-3742

EQUIFAX
P.O. Box 740256
Atlanta, GA 30374
(800) 525-6285

TRANSUNION
P.O. Box 2000
Chester, PA 19022
(800) 680-7289

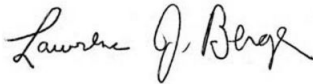
Even if you do not find any suspicious activity on your initial credit reports, the Federal Trade Commission recommends that you check your credit reports and account statements periodically and remain vigilant for incidents of fraud and identity theft. Monitoring your credit reports is one of the best ways you can protect yourself. You may also learn about fraud alerts and security freezes from the sources above.

We take your privacy and the protection of personal information very seriously. We sincerely regret any inconvenience that this situation may cause you. We encourage you to take advantage of the Equifax services that we are offering to you at no expense.

For More Information.

If you have any questions, please contact Chastity Davis-Garcia, Vice President, Human Resources at (212) 796-2214, w2questions@amplify.com, or 55 Washington St. #800, Brooklyn, NY 11201.

Sincerely,



Larry Berger
CEO

Enclosures

Special Notice For North Carolina Residents

The North Carolina Attorney General's Office and the Federal Trade Commission (FTC) can provide you with information about steps which you can take to avoid identity theft and may be contacted at:

North Carolina Attorney General Josh Stein
9001 Mail Service Center
Raleigh, NC 27699-9001
(919) 716-6000 or (877) 566-7226 toll free
<http://www.ncdoj.gov>

The Federal Trade Commission
600 Pennsylvania Avenue, NW
Washington, DC 20580
(877) 438-4338
<http://www.ftc.gov>

Special Notice For Maryland Residents

The Maryland Attorney General's Office and the Federal Trade Commission (FTC) can provide you with information about steps which you can take to avoid identity theft and may be contacted at:

Maryland Attorney General Brian E. Frosh
200 St. Paul Place
Baltimore, MD 21202
(410) 528-8662 or (888) 743-0023 toll-free
TDD: (410) 576-6372
<http://www.oag.state.md.us/idtheft/>

The Federal Trade Commission
600 Pennsylvania Avenue, NW
Washington, DC 20580
(877) 438-4338
<http://www.ftc.gov>

Special Notice For West Virginia Residents

Police Reports: If you are a victim of identity theft, you have the right to file a police report and obtain a copy of it.

Credit Freezes: You have the right to place a credit 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. If you place a credit freeze on your file, 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.

If you have been the victim of identity theft and you provide the credit reporting agency with a valid police report, it cannot charge you to place, suspend, or remove a credit freeze. In all other cases, a credit reporting agency may charge you between \$5.00 and \$20.00 each to place, suspend, or permanently remove a credit freeze.

For instructions on establishing, suspending, or removing a credit freeze or more information about credit freezes, please contact the three major credit reporting companies as specified below:

Equifax: https://help.equifax.com/app/answers/detail/a_id/75/~~/security-freeze-fees-and-requirements
Experian: <https://www.experian.com/freeze/center.html>
TransUnion LLC: <https://www.transunion.com/credit-freeze/place-credit-freeze>



Activation Code: <<INSERT Credit Monitoring Code>>

About the Equifax ID Patrol identity theft protection product

ID Patrol will provide you with an “early warning system” to changes to your credit file and help you to understand the content of your credit file at the three major credit-reporting agencies. Note: You must be over age 18 with a credit file in order to take advantage of the product.

ID Patrol provides you with the following key features and benefits:

- Comprehensive credit file monitoring and automated alerts of key changes to your **Equifax, Experian, and TransUnion** credit reports
- Wireless alerts and customizable alerts available (available online only)
- One 3-in-1 Credit Report and access to your Equifax Credit Report™
- Ability to receive alerts if your Social Security Number or credit card numbers are found on Internet trading sites (available online only)
- Ability to lock and unlock your Equifax Credit Report™ (available online only)
- Up to \$1 million in identity theft insurance with \$0 deductible, at no additional cost to you†
- 24 by 7 live agent Customer Service to assist you in understanding the content of your Equifax credit information, to provide personalized identity theft victim assistance and in initiating an investigation of inaccurate information.
- 90 day Fraud Alert placement with automatic renewal functionality* (available online only)

How to Enroll: You can sign up online

To sign up online for **online delivery** go to www.myservices.equifax.com/patrol

1. Welcome Page: Enter the Activation Code provided at the top of this page in the “Activation Code” box and click the “Submit” button.
2. Register: Complete the form with your contact information (name, gender, home address, date of birth, Social Security Number and telephone number) and click the “Continue” button.
3. Create Account: Complete the form with your email address, create a User Name and Password, check the box to accept the Terms of Use and click the “Continue” button.
4. Verify ID: The system will then ask you up to four security questions to verify your identity. Please answer the questions and click the “Submit Order” button.
5. Order Confirmation: This page shows you your completed enrollment. Please click the “View My Product” button to access the product features.

Directions for placing a Fraud Alert

A fraud alert is a consumer statement added to your credit report. This statement alerts creditors of possible fraudulent activity within your report as well as requests that they contact you prior to establishing any accounts in your name. Once the fraud alert is added to your credit report, all creditors should contact you prior to establishing any account in your name. To place a fraud alert on your credit file, visit: www.fraudalerts.equifax.com or you may contact the Equifax auto fraud line at 1-877-478-7625, and follow the simple prompts. Once the fraud alert has been placed with Equifax, a notification will be sent to the other two credit reporting agencies, Experian and Trans Union, on your behalf.

† Identity Theft Insurance underwritten by insurance company subsidiaries or affiliates of American International Group, Inc. 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. This product is not intended for minors (under 18 years of age)

* The Automatic Fraud Alert feature made available to consumers by Equifax Information Services LLC and fulfilled on its behalf by Equifax Consumer Services LLC

Other Suggested Courses of Action

FILE YOUR TAX RETURN

The earlier you file your tax return each year, the less time a fraudster has to file a fraudulent tax return. This action is particularly important if you expect to receive a refund.

If you work with an accountant or tax preparer on your taxes, you may want to let him or her know about this incident.

FILE FORM 14039 IDENTITY THEFT AFFIDAVIT WITH THE IRS

File Form 14039 Identity Theft Affidavit with the IRS to notify them that your information has been involved in this incident. The form is available at <https://www.irs.gov/pub/irs-pdf/f14039.pdf>.

For the purposes of reporting this incident:

Section A, Check Box 1. Select: “I am submitting this Form 14039 for myself.”

Section B, Check Box 2. Select “Federal tax records not affected and I am a victim of identity theft, or an event has affected/compromised my personal information placing me at-risk to be a future victim of identity theft.”

Guidance for the “Explanation” section: You may include the following text: “On February 2, 2017, Amplify Education was the victim of a phishing scam. As a result, my 2016 W-2 form was shared without my permission to an unknown recipient outside of the organization. Amplify Education first notified me of this on February 4, 2017.”

CONTACT YOUR STATE TAX AUTHORITY

You should notify your state tax authority of this situation. Contact information for these authorities is provided in the enclosed *State Tax Authorities & Resources* document. If you live in New York, we are in the process of contacting the New York Department of Taxation and Finance on your behalf, but you may also notify the department directly.

PLACE A 90-DAY FRAUD ALERT ON YOUR CREDIT FILE

An initial 90 day security alert indicates to anyone requesting your credit file that you suspect you are a victim of fraud. When you or someone else attempts to open a credit account in your name, increase the credit limit on an existing account, or obtain a new card on an existing account, the lender should take steps to verify that you have authorized the request. If the creditor cannot verify this, the creditor should not complete the request. You may contact one of the credit reporting companies below for assistance. The recipient of your request should notify the other two companies.

Equifax
1-800-525-6285
www.equifax.com

Experian
1-888-397-3742
www.experian.com

TransUnion
1-800-680-7289
www.transunion.com

PLACE A SECURITY FREEZE ON YOUR CREDIT FILE

If you are very concerned about becoming a victim of fraud or identity theft, a security freeze might be right for you. Placing a freeze on your credit report will prevent lenders and others from accessing your credit report entirely, which will prevent them from extending credit. With a Security Freeze in place, you will be required to take specific steps when you wish to apply for any type of credit. To place a credit freeze on your credit report, you will need to contact each of the national credit reporting companies separately. Information about how to establish a security freeze with each of the credit reporting companies is available at the following links:

- Equifax: https://help.equifax.com/app/answers/detail/a_id/75/~/-/security-freeze-fees-and-requirements
- Experian: <https://www.experian.com/freeze/center.html>
- TransUnion LLC: <https://www.transunion.com/credit-freeze/place-credit-freeze>

ORDER YOUR FREE ANNUAL CREDIT REPORTS

Visit www.annualcreditreport.com or call 877-322-8228. Once you receive your credit reports, review them for unauthorized accounts and other discrepancies. Identify any accounts you did not open or inquiries from creditors that you did not authorize. Verify that all of the information is correct. If you have questions or notice that some information is not correct, contact the credit reporting company directly.

MANAGE YOUR PERSONAL INFORMATION

Take steps such as: carrying only essential documents with you; being aware of whom you are sharing your personal information with; and shredding receipts, statements, and other sensitive information.

USE TOOLS PROVIDED BY YOUR BANK AND OTHER CREDIT PROVIDERS

Carefully review your credit reports and bank, credit card and other account statements. Be proactive and create alerts on credit cards and bank accounts to notify you of activity. If you discover unauthorized or suspicious activity on your credit report or by any other means, file an identity theft report with your local police and the Federal Trade Commission, and contact one of the credit reporting companies.

OBTAIN MORE INFORMATION ABOUT IDENTITY THEFT AND WAYS TO PROTECT YOURSELF

The Federal Trade Commission has an identity theft hotline: 877-438-4338; TTY: 1-866-653-4261. They also provide information on-line at www.ftc.gov/idtheft.

State Tax Authorities & Resources

- **Arizona:** Call the Arizona Department of Revenue at 602-716-6300, and visit <https://www.azdor.gov/IdentityTheft/WhatToDo.aspx> and <https://www.azdor.gov/Portals/0/Brochure/201509Pub16.pdf>.
- **Arkansas:** Call the Arkansas Department of Finance and Administration at 501-682-1100, and visit <http://www.arkansasag.gov/programs/identity-theft/>.
- **California:** The California Franchise Tax Board recommends that you file an Identity Theft Affidavit, which is available at <https://www.ftb.ca.gov/forms/misc/3552.pdf>, and visit <https://oag.ca.gov/idtheft>.
- **Colorado:** Call the Colorado Bureau of Investigation's Victim Support at 855-443-3489, and visit <https://www.colorado.gov/pacific/cbi/identity-theft-fraud-and-cyber-crimes-victim-support>.
- **Connecticut:** Call the Connecticut Department of Revenue Services' Fraud Unit at 855-842-1441, and visit <http://www.ct.gov/drs/cwp/view.asp?a=4834&q=576872> and <http://www.ct.gov/ag/cwp/view.asp?A=2066&Q=292644>.
- **Delaware:** Contact the Delaware Division of Revenue at 302-577-8785, and visit <http://attorneygeneral.delaware.gov/fraud/cpu/idtheft.shtml>.
- **Florida:** Call Florida's Fraud Hotline at 866-966-7226, and visit <http://myfloridalegal.com/pages.nsf/Main/CBBEBA3F2583433385256DBA004BC600?OpenDocument>.
- **Georgia:** The Georgia Department of Revenue recommends that you fill out the form available at <https://dor.georgia.gov/webform/fraud-referral-form>, and visit <http://consumer.georgia.gov/consumer-topics/identity-theft-income-tax-identity-theft?print=true> and <http://law.ga.gov/identity-theft>.
- **Idaho:** Call the Idaho State Tax Commission at 800-972-7660, and visit <https://tax.idaho.gov/i-1135.cfm>.
- **Illinois:** Call the Illinois Department of Revenue at 800-732-8866, and visit <http://www.revenue.state.il.us/Fraud/IdentityTheft.htm> and <http://www.illinoisattorneygeneral.gov/consumers/idtheft.html>.
- **Indiana:** Call the Indiana Department of Revenue at 317-232-2240, and visit <http://www.in.gov/dor/4794.htm> and http://www.in.gov/attorneygeneral/files/ID_Theft_Victim_Kit_9.28.09.pdf.
- **Louisiana:** The Louisiana Department of Revenue recommends that you fill out the form available at [http://revenue.louisiana.gov/TaxForms/2000\(7_12\)F.pdf](http://revenue.louisiana.gov/TaxForms/2000(7_12)F.pdf), and visit <http://www.rev.state.la.us/TaxFraud/IdentityTheft> and <http://revenue.louisiana.gov/FraudForms/IdentityTheftChecklist.pdf>.
- **Maine:** Call Maine's Revenue Services at 207-626-8475, and visit http://www.maine.gov/ag/consumer/identity_theft/identity_theft.shtml.

- **Maryland:** Call the Comptroller of Maryland at 800-638-2937, and visit <http://www.mass.gov/ago/docs/consumer/id-theft-guide.pdf> and http://taxes.marylandtaxes.com/Business_Taxes/Taxpayer_Assistance/Identity_Protection/.
- **Massachusetts:** Call the Massachusetts Attorney General's Consumer Advocacy & Response Division Hotline at (617) 727-8400, and visit <http://www.mass.gov/eopss/crime-prev-personal-sfty/identity-theft/> and <http://www.mass.gov/dor/individuals/identity-theft-information/>.
- **Michigan:** Call the Michigan Department of Treasury at 517-636-4486, and visit <http://www.ago.state.ms.us/victims/identity-theft/> and http://www.michigan.gov/documents/taxes/WebIdentifyTheftInfo_407466_7.pdf.
- **Mississippi:** The Mississippi Department of Revenue recommends that you fill out the Tax Fraud Referral Form available at <http://www.dor.ms.gov/Pages/Report-Fraud-Form.aspx>, and visit <http://www.dor.ms.gov/Individual/Pages/Tax-Scams.aspx> and <http://www.dor.ms.gov/Pages/Report-Fraud.aspx>.
- **Montana:** Call Montana Department of Revenue at 866-859-2254, and visit <https://revenue.mt.gov/fraud-prevention/ArtMID/37265/ArticleID/3404#Identity%20Protection> and <https://dojmt.gov/consumer/identity-theft/>.
- **Nevada:** Call Nevada's Department of Taxation at 866-962-3707, and visit http://ag.nv.gov/Hot_Topics/Victims/IDTheft_Victim_Information/ and http://ag.nv.gov/Hot_Topics/Victims/ID_Theft_Program/.
- **New Hampshire:** New Hampshire does not have a state income tax, but information about identity theft is available at <http://www.doj.nh.gov/consumer/identity-theft/index.htm>.
- **New Jersey:** The New Jersey Department of Treasury recommends that you complete the online form available at https://www.net1.state.nj.us/Treasury/Taxation/CATCH_Web/IdentityTheftEntry.aspx, and visit http://www.state.nj.us/treasury/taxation/identity_theft.shtml.
- **New York:** The New York Department of Taxation and Finance recommend that you send a completed form available at https://www.tax.ny.gov/pdf/current_forms/misc/dtf275_fill_in.pdf, and visit <http://www.dfs.ny.gov/consumer/idtheft.htm> and https://www.tax.ny.gov/help/contact/identity_theft.htm.
- **North Carolina:** Call the North Carolina Department of Revenue at 919-715-0195, and visit <http://www.ncdoj.com/Help-for-Victims/ID-Theft-Victims.aspx> and <http://www.dornc.com/individual/identitytheft.html>.
- **Oregon:** Call the Oregon Department Revenue at 503-947-2000, and visit http://www.doj.state.or.us/consumer/Pages/id_theft.aspx.
- **Pennsylvania:** Call the Pennsylvania Department of Revenue at 717-772-9297, and visit <http://www.revenue.pa.gov/GetAssistance/IDTheftProtectionAndVictimAssistance/Pages/Reporting%20ID%20Theft.aspx#.WlqOPFMrKUK>.

- **Rhode Island:** Call the Rhode Island Division of Taxation at (401) 574-8829, option #3, and visit <http://www.tax.ri.gov/Advisory/ADV%202016-26.pdf>.
- **Tennessee:** Call the Tennessee Department of Revenue Special Investigations Section at 800-372-8389, and visit <https://tn.gov/assets/entities/commerce/attachments/Consumer-IdentityTheft-HowToPreventIt.pdf>.
- **Texas:** Texas does not have a state income tax, but information about identity theft is available at <https://www.texasattorneygeneral.gov/identitytheft>.
- **Utah:** Call the Utah State Tax Commission at 801-297-3822, and visit <https://idtheft.utah.gov/>.
- **Vermont:** Call the Vermont Department of Taxes at 802-828-2865, and visit <http://tax.vermont.gov/help-and-resources/identity-theft-and-fraud>.
- **Virginia:** Call the Virginia Department of Taxation at (804) 404-4185, and visit http://www.oag.state.va.us/images/ProgramsAndResources/Identity_Theft/IDTheftBook02.pdf and <http://www.tax.virginia.gov/content/what-should-you-do-if-you-are-victim-virginia-tax-related-identity-theft>.
- **Washington:** Washington does not have a state income tax, but information about identity theft is available at <http://www.atg.wa.gov/guardit.aspx>.
- **Washington D.C.:** Call the Washington D.C. Office of Tax and Revenue at 202-727-4829, and visit https://oag.dc.gov/sites/default/files/dc/sites/oag/publication/attachments/2016_09_02_Identity_Theft_FINAL.pdf.
- **West Virginia:** Call the West Virginia State Tax Department at 800-982-8297, and visit <http://tax.wv.gov/NewsAndInformation/TaxRefundFraud/Pages/TaxRefundFraud.aspx> and <http://tax.wv.gov/NewsAndInformation/TaxRefundFraud/Pages/TaxRelatedIdentityTheft.aspx>.