



September 18, 2017

Name
Address
City State Zip

RE: Notice of Data Breach

Dear Guest:

626498 Alberta Ltd. which operates the Best Western Plus Wine Country Hotel & Suites in West Kelowna, British Columbia (“Best Western Plus”) is writing regarding a recent data security incident that may impact certain payment card information used by you when making reservations at our hotel or processing a transaction at our front desk. We are providing you with information about this incident, our response and steps you can take to better protect against the possibility of fraud, should you feel it necessary to do so.

What Happened? Best Western Plus was recently contacted by representatives of the credit card industry regarding potential fraud related to credit cards used at the hotel. We immediately launched an internal investigation and hired a forensic investigator. On July 20, 2017, the forensic investigator confirmed that one of our reservation system computers was infected with a form of malware that collected certain payment information entered into the reservation system or swiped at the front desk.

What Information Was Involved? While the investigation is ongoing, we believe that certain guest information, including information relating to you, was subject to unauthorized access from September 17, 2016 through July 20, 2017. The data elements potentially subject to unauthorized access include your: name, address, phone number, email address as well as your credit card number and expiration date. In addition, if your card was swiped at the front desk your CVV code was also affected.

What We Are Doing. We take the security of your personal information very seriously. We have removed the malware that led to the vulnerability and implemented additional security measures to reduce the likelihood of a similar incident from happening in the future. These measures include completely rebuilding the front desk computers, disabling email and internet access at front desk computers, and enhancing staff training. We are providing notice of this incident to those individuals who may be impacted so that they can take steps to better protect against possible

fraud, should they feel it is necessary to do so. We also notified law enforcement and will also notify any required state regulators and the credit reporting agencies about this incident.

What You Can Do. You can stay vigilant by reviewing your credit card statements for any suspicious charges and reporting any suspicious charges to your card issuer. You can also review the enclosed *Steps You Can Take to Protect Against Identity Theft and Fraud* which includes guidance on steps you can take to better protect against the possibility of fraud and identify theft.

For More Information. If you have questions or concerns that are not addressed in this notice letter, you may call 800-219-8503. We want to ensure that you receive the most accurate information possible so please do not contact the hotel with questions. This call center is better equipped to address all questions regarding the incident.

Best Western Plus takes the privacy of your personal information seriously. We sincerely regret any inconvenience or concern this incident has caused you.

Sincerely,



Jody Hazard
President
626498 Alberta Ltd.

Wine Country Hotel & Suites

3460 Carrington Road, West Kelowna BC P: (250) 707-1637 1 (800) 972-3226 bestwesternwinecountry.com

Wherever Life Takes You, Best Western is There.

Each Best Western™ branded hotel is independently owned and operated.

Steps You Can Take to Protect Against Identity Theft and Fraud

We encourage you to remain vigilant against incidents of identity theft and fraud, to review your account statements, and to monitor your credit reports for suspicious activity. Under U.S. law you are entitled to one free credit report annually from each of the three major credit reporting bureaus. To order your free credit report, visit www.annualcreditreport.com or call, toll-free, 1-877-322-8228. You may also contact the three major credit bureaus directly to request a free copy of your credit report.

At no charge, you can also have these credit bureaus place a “fraud alert” on your file that alerts creditors to take additional steps to verify your identity prior to granting credit in your name. Note, however, that because it tells creditors to follow certain procedures to protect you, it may also delay your ability to obtain credit while the agency verifies your identity. As soon as one credit bureau confirms your fraud alert, the others are notified to place fraud alerts on your file. Should you wish to place a fraud alert, or should you have any questions regarding your credit report, please contact any one of the agencies listed below.

Equifax
P.O. Box 105069
Atlanta, GA 30348
800-525-6285
www.equifax.com

Experian
P.O. Box 2002
Allen, TX 75013
888-397-3742
www.experian.com

TransUnion
P.O. Box 2000
Chester, PA 19022-2000
800-680-7289
www.transunion.com

You may also place a security freeze on your credit reports. A security freeze prohibits a credit bureau from releasing any information from a consumer’s credit report without the consumer’s written authorization. However, please be advised that placing a security freeze on your credit report may delay, interfere with, or prevent the timely approval of any requests you make for new loans, credit mortgages, employment, housing, or other services. If you have been a victim of identity theft, and you provide the credit bureau with a valid police report, it cannot charge you to place, list or remove a security freeze. In all other cases, a credit bureau may charge you a fee to place, temporarily lift, or permanently remove a security freeze. You will need to place a security freeze separately with each of the three major credit bureaus listed above if you wish to place a freeze on all of your credit files. To find out more on how to place a security freeze, you can use the following contact information:

Equifax Security Freeze
P.O. Box 105788
Atlanta, GA 30348
1-800-685-1111
(NY residents please call
1-800-349-9960)
<https://www.freeze.equifax.com>

Experian Security Freeze
P.O. Box 9554
Allen, TX 75013
1-888-397-3742
www.experian.com/freeze/center.html

TransUnion
P.O. Box 2000
Chester, PA 19022-2000
1-888-909-8872
www.transunion.com/credit-freeze

You can further educate yourself regarding identity theft, fraud alerts, and the steps you can take to protect yourself, by contacting the Federal Trade Commission or your state Attorney General. The Federal Trade Commission can be reached at: 600 Pennsylvania Avenue NW, Washington,

DC 20580, www.identitytheft.gov, 1-877-ID-THEFT (1-877-438-4338); TTY: 1-866-653-4261. **For Maryland residents**, the Attorney General can be reached at: 200 St. Paul Place, 16th Floor, Baltimore, MD 21202; 1-888-743-0023; and www.oag.state.md.us. **For North Carolina residents**, the Attorney General can be contacted by mail at 9001 Mail Service Center, Raleigh, NC 27699-9001; toll-free at 1-877-566-7226; by phone at 1-919-716-6400; and online at www.ncdoj.gov. **For New Mexico residents**, you have rights pursuant to the Fair Credit Reporting Act, such as the right to be told if information in your credit file has been used against you, the right to know what is in your credit file, the right to ask for your credit score, and the right to dispute incomplete or inaccurate information. Further, pursuant to the Fair Credit Reporting Act, the consumer reporting agencies must correct or delete inaccurate, incomplete, or unverifiable information; consumer reporting agencies may not report outdated negative information; access to your file is limited; you must give your consent for credit reports to be provided to employers; you may limit “prescreened” offers of credit and insurance you get based on information in your credit report; and you may seek damages from violators. You may have additional rights under the Fair Credit Reporting Act not summarized here. Identity theft victims and active duty military personnel have specific additional rights pursuant to the Fair Credit Reporting Act. We encourage you to review your rights pursuant to the Fair Credit Reporting Act by visiting www.consumerfinance.gov/f/201504_cfpb_summary_your-rights-under-fcra.pdf, or by writing Consumer Response Center, Room 130-A, Federal Trade Commission, 600 Pennsylvania Ave. N.W., Washington, D.C. 20580. The Federal Trade Commission also encourages those who discover that their information has been misused to file a complaint with them. Instances of known or suspected identity theft should also be reported to law enforcement. This notice has not been delayed by law enforcement.