



Heartland Food Products, LLC  
1900 W 47<sup>th</sup> Place Westwood, KS 66205

January [ ], 2019

First Name Last Name  
Address  
City, State Zip

**Re: Unintended Disclosure of Information**

Dear Insert Prefix and Last Name:

On November 30, 2018, Heartland Food Products, LLC (“Heartland”) became aware of an attack that appears to have been successful in obtaining employee e-mail login information, allowing access to be made to the impacted employee’s company email account sometime between November 19, 2018 and November 30, 2018. Although there is no proof that all of these types of personal information were accessed, the impacted employee’s email account contained communications relating to services that included customers’ first and last name, e-mail address, home address, credit card information, and check copies. Immediately upon learning of this possible unauthorized access, we began an investigation to determine the scope of the impact and institute additional safeguards to ensure no additional information was accessed. It appears the purpose of this attack was use the employee’s email account to defraud customers into clicking on a compromised link and entering their username and password to their Heartland account. We have no evidence that your personal information has been or is likely to be misused as a result of the error. Nonetheless, we want to make you aware of some precautions you can take to protect yourself against the possibility of becoming a victim of identity theft.

As a precaution and to assist you in guarding against possible misuse of your personal information, we have contracted with Experian for one year at no charge to you. A description of this product is provided with this letter, which also contains instructions about how to enroll (including your personal activation code). If you choose to take advantage of this product, it will provide you with notification of any changes to your credit information, \$1 Million identity theft insurance coverage (subject to the policy’s terms) and access to your credit report. We urge you to consider enrolling in this product, at our expense, and reviewing the additional resources enclosed with this letter. The license code for this offer is effective through [insert date].

Heartland takes the responsibility of safeguarding Customer personal information extremely seriously, and we maintain and follow detailed information security policies and procedures. Accordingly, security measures are constantly analyzed and improved in order to safeguard personal information. We apologize for any inconvenience that this phishing attack may have caused and regret that this situation occurred. Your confidence in our ability to safeguard your personal information is very important to us. If you have any questions, please do not hesitate to contact me at (866) 571-0222.

Sincerely,

Dana Roos  
VP, Operations

**IMPORTANT STEPS TO HELP PREVENT FRAUD**

1. **Carefully review all of your banking, credit card and other account statements and report any unauthorized transactions.** You should regularly review your accounts to look for unauthorized or suspicious activity. You may also want to notify your financial organization(s) and credit card

companies that you received this notice. This will tell them that your information may have been viewed or accessed by an unauthorized party.

2. **Contact the fraud department at the three major credit bureaus listed below and ask them to place a “fraud alert” on your credit file.** A fraud alert tells creditors to contact you before they open any new credit accounts or change your existing accounts. To place a fraud alert on your credit file, contact one of the three national credit bureaus at the numbers provided below.

Equifax  
(800) 685-1111  
www.equifax.com  
P.O. Box 740241  
Atlanta, GA 30374-0241

Experian  
(888) 397-3742  
www.experian.com  
P.O. Box 9532  
Allen, TX 75013

TransUnion  
(800) 916-8800  
www.transunion.com  
P.O. Box 6790  
Fullerton, CA 92834-6790

3. **Obtain your credit report from each of the three major credit reporting agencies and review them to be sure they are accurate and include only authorized accounts.** You are entitled to a free copy of your report every 12 months. To order your report, visit [www.annualcreditreport.com](http://www.annualcreditreport.com), or call toll-free (877) 322-8228, or complete an Annual Credit Report Request Form and mail it to: Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348-5281 (you can print the request form at <https://www.consumer.ftc.gov/articles/pdf-0093-annual-report-request-form.pdf>). Carefully review your credit reports to verify that your name, address, account, and any other information are accurate and notify the credit reporting agencies of any errors you detect, and about any accounts you did not open or inquiries from creditors you did not initiate. In addition to your free credit report, you can also purchase a copy of your credit report by contacting one of the three national credit reporting companies listed above.
4. **Contact the Federal Trade Commission (FTC) to obtain additional information about how to protect against identity theft.** You may wish to contact the FTC at (877) IDTHEFT (438-4338) or visit [www.ftc.gov/bcp/edu/microsites/idtheft/](http://www.ftc.gov/bcp/edu/microsites/idtheft/) if you have general questions about identity theft.
5. **Credit Freezes:** You can also consider placing a security freeze on your credit report. A security freeze is designed to prevent potential credit grantors from accessing your credit report without your consent. *Therefore, using a security freeze may interfere with or delay your ability to obtain credit.* You may request that a freeze be placed on your credit report by sending a request to a credit reporting company by certified mail, overnight mail or regular stamped mail to the address below.

Equifax  
(800) 685-1111  
www.equifax.com  
P.O. Box 740241  
Atlanta, GA 30374-0241

Experian  
(888) 397-3742  
www.experian.com  
P.O. Box 9532  
Allen, TX 75013

TransUnion  
(800) 916-8800  
www.transunion.com  
P.O. Box 6790  
Fullerton, CA 92834-6790

6. **Change your username and password for your Heartland account and any other online accounts which use the same username and password.**
7. **We recommend that you remain vigilant over the next 12 to 24 months and report any suspected identity theft or other misuse of personal information immediately to the proper law enforcement authorities.**