



PLANO SYNERGY
FORGE FORWARD

<<Date>> (Format: Month Day, Year)

<<first_name>> <<middle_name>> <<last_name>> <<suffix>>
<<address_1>>
<<address_2>>
<<city>>, <<state_province>> <<postal_code>>
<<country >>

<<b2b_text_1 (RE: Notice of Data Breach)>>

Dear <<first_name>> <<middle_name>> <<last_name>> <<suffix>>,

Plano Synergy Holdings, Inc. (“Plano Synergy”) writes to inform you of a recent event that may impact some of your payment card information. We are providing you with information about the event, our response, and steps you may take to better protect against the possible misuse of your information, should you feel it appropriate to do so.

What Happened? Plano Synergy observed suspicious activity on our e-commerce websites and immediately launched an investigation into this activity. Third-party forensic investigators assisted Plano Synergy with the investigation and its efforts to determine what happened and what information may be affected. On February 26, 2020, the investigation determined that Plano Synergy was the victim of a sophisticated cyber-attack that may have resulted in the code capturing certain customer information provided to make purchases on our e-commerce website at certain times between December 28, 2019 and January 7, 2020. The investigation identified code that was inserted into the checkout page and later determined that this code was capable of collecting certain customer information when entered on the checkout page. Plano Synergy promptly removed the code at issue to prevent any further potential issues. In addition, out of an abundance of caution, Plano Synergy temporarily disabled all online payment card transaction functionality on its e-commerce websites. On March 3, 2020, Plano Synergy determined that certain individuals’ name and credit card information were impacted by this event. At this time, you can safely and securely use your payment card at our website.

What Information Was Involved? Your information was provided to Plano Synergy when you purchased a product from one or more of the brands owned by Plano Synergy during the window identified above. The investigation determined that the code could potentially have captured information including your name, billing and shipping address, credit card number, expiration date, and CVV code for certain transactions made at one of the following e-commerce websites between December 28, 2019 and January 7, 2020: Ameristep.com, Avian-X.com, Caboodles.com, Evolved.com, Flextonegamecalls.com, Frabill.com, Halooptics.com, Planomolding.com, Tenzingoutdoors.com, Wildgameinnovations.com, and Zinkcalls.com.

What Are We Doing? We take this incident and the security of your information seriously. Upon learning of this incident, we immediately took steps to address the issue and we conducted an investigation to determine how this incident occurred and what information may be affected. These efforts included temporarily disabling transaction functionality, immediately removing the malicious codes, hardening the network environment, and monitoring for additional attempts to infiltrate the system. Also, as part of our ongoing commitment to the privacy of personal information in our care, we are working to review our existing policies and procedures.

What You Can Do. 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. If you see any unauthorized activity on your credit card statements, promptly contact your bank, credit union, or credit card company. You can find out more about how to better protect against potential identity theft and fraud in the enclosed “*Steps You Can Take to Help Protect Your Information.*”

For More Information. We understand that you may have questions about this incident that are not addressed in this letter. If you have additional questions, please call our assistance line at 1-???-???-????, Monday through Friday from 8:00 a.m. to 5:30 p.m. Central Time.

Again, we take the privacy and security of the personal information in our care seriously, and sincerely regret any inconvenience or concern this incident may cause you.

Sincerely,

Plano Synergy Holdings, Inc.

STEPS YOU CAN TAKE TO HELP PROTECT YOUR INFORMATION

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.

You have the right to place a “security freeze” on your credit report, which will prohibit a consumer reporting agency from releasing information in your credit report without your express authorization. The security freeze is designed to prevent credit, loans, and services from being approved in your name without your consent. However, you should be aware that using a security freeze to take control over who gets access to the personal and financial information in your credit report may delay, interfere with, or prohibit the timely approval of any subsequent request or application you make regarding a new loan, credit, mortgage, or any other account involving the extension of credit. Pursuant to federal law, you cannot be charged to place or lift a security freeze on your credit report. Should you wish to place a security freeze, please contact the major consumer reporting agencies listed below:

Experian

PO Box 9554
Allen, TX 75013
1-888-397-3742

www.experian.com/freeze/center.html

TransUnion

P.O. Box 160
Woodlyn, PA 19094
1-888-909-8872

www.transunion.com/credit-freeze

Equifax

PO Box 105788
Atlanta, GA 30348-5788
1-800-685-1111

www.equifax.com/personal/credit-report-services

In order to request a security freeze, you will need to provide the following information:

1. Your full name (including middle initial as well as Jr., Sr., II, III, etc.);
2. Social Security number;
3. Date of birth;
4. If you have moved in the past five (5) years, provide the addresses where you have lived over the prior five years;
5. Proof of current address, such as a current utility bill or telephone bill;
6. A legible photocopy of a government-issued identification card (state driver’s license or ID card, military identification, etc.);
7. If you are a victim of identity theft, include a copy of either the police report, investigative report, or complaint to a law enforcement agency concerning identity theft.

As an alternative to a security freeze, you have the right to place an initial or extended “fraud alert” on your file at no cost. An initial fraud alert is a 1-year alert that is placed on a consumer’s credit file. Upon seeing a fraud alert display on a consumer’s credit file, a business is required to take steps to verify the consumer’s identity before extending new credit. If you are a victim of identity theft, you are entitled to an extended fraud alert, which is a fraud alert lasting seven years. Should you wish to place a fraud alert, please contact any one of the agencies listed below:

Experian

P.O. Box 9554
Allen, TX 75013
1-888-397-3742

www.experian.com/fraud/center.html

TransUnion

P.O. Box 2000
Chester, PA 19016
1-800-680-7289

www.transunion.com/fraud-victim-resource/place-fraud-alert

Equifax

P.O. Box 105069
Atlanta, GA 30348
1-888-766-0008

www.equifax.com/personal/credit-report-services

You can further educate yourself regarding identity theft, fraud alerts, security freezes, and the steps you can take to protect yourself, by contacting the consumer reporting agencies, 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. The Federal Trade Commission also encourages those who discover that their information has been misused to file a complaint with them. You can obtain further information on how to file such a complaint by way of the contact information listed above. You have the right to file a police report if you ever experience identity theft or fraud. Please note that in order to file a report with law enforcement for identity theft, you will likely need to provide some proof that you have been a victim. Instances of known or suspected identity theft should also be reported to law enforcement and your state Attorney General. This notice has not been delayed by law enforcement.

For Maryland residents, the Attorney General can be contacted at 200 St. Paul Place, 16th Floor, Baltimore, MD 21202, 1-410-528-8662, www.oag.state.md.us.

For North Carolina residents, the Attorney General can be contacted at 9001 Mail Service Center, Raleigh, NC 27699-9001, 1-877-566-7226 or 1-919-716-6000, www.ncdoj.gov. You can obtain information from the Attorney General or the Federal Trade Commission about preventing identity theft.

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.

For New York residents, the Attorney General may be contacted at: Office of the Attorney General, The Capitol, Albany, NY 12224-0341; 1-800-771-7755; <https://ag.ny.gov/>.