CBD INDUSTRIES

Return Mail Processing Center
P.O. Box 6336
Portland, OR 97228-6336

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<<Date>>

NOTICE OF DATA PRIVACY INCIDENT

Dear <<Name 1>>:

CBD Industries, LLC respects the privacy of your information, which is why we are writing to tell you about a data privacy incident that temporarily impacted our eCommerce platform.

What Happened

Like many online retailers, we recently determined the eCommerce platform underlying our online retail sales webpage, cbdmd.com, was modified to include malicious code. The malicious code created a risk that customer-input elements on the webpage may have been skimmed by an unauthorized third party. We notified federal law enforcement and have been cooperating with their investigation.

After review by an industry leading investigation firm, we determined that customers who placed orders from March 30, 2020, through May 8, 2020, and May 14, 2020, through May 18, 2020, were at risk.

Although we cannot confirm that customer information was acquired, we have decided to proactively provide this notice and one (1) year of identity monitoring without cost to you to ensure you can protect yourself, should you feel it is appropriate.

What Information Was Involved

We cannot confirm that your personal information was acquired without authorization. However, the information at risk would have included your first and last name, email address, billing address, credit or debit card number, expiration date and card security code, and/or bank account number.

What We Are Doing

To help relieve concerns following this incident, we secured TransUnion to provide identity monitoring at no cost to you for one (1) year. TransUnion is an industry leader and functions as a first point of contact for credit-related issues, which allows it to efficiently furnish timely notification about credit-related issues to individuals enrolled in its identity monitoring service.

Visit **www.MyTrueIdentity.com** to activate and take advantage of your identity monitoring service.

You have until <<Enrollment Deadline>> to activate your identity monitoring service.

*my*TrueIdentity Credit Monitoring Service Activation Code: *<<ACTIVATION CODE>>*

Additional information describing this service is included with this letter. We encourage you to review the description and to enroll in this service.

To further protect your information from unauthorized access, we have implemented additional technical security measures designed to prevent similar incidents from occurring in the future.

What You Can Do

Please review the enclosed "**Additional Resources**" information included with this letter, which describes additional steps you can take to help protect yourself, including recommendations by the Federal Trade Commission regarding identity theft protection and details on how to place a fraud alert or a security freeze on your credit file.

For More Information

For further information, please call 888-490-0905 between 9:00 a.m. and 9:00 p.m. EST. We take the protection of your personal information very seriously and apologize for any inconvenience. We trust that the services we are offering to you demonstrate our continued commitment to your security and satisfaction.

Sincerely,

CBD Industries, LLC

ADDITIONAL RESOURCES

Contact information for the three nationwide credit reporting agencies is:

Equifax, P.O. Box 740241, Atlanta, GA 30374, www.equifax.com, 1-800-685-1111

Experian, P.O. Box 2104, Allen, TX 75013, www.experian.com, 1-888-397-3742

TransUnion, P.O. Box 34012, Fullerton, CA 92834, www.transunion.com, 1-800-916-8800

Free Credit Report. It is recommended that you remain vigilant for incidents of fraud and identity theft by reviewing account statements and monitoring your credit report for unauthorized activity over the next twenty-four months, and immediately report incidents of suspected identity theft to both your financial provider and law enforcement.

You may obtain a copy of your credit report, free of charge, once every twelve months from each of the three nationwide credit reporting agencies. You may also seek to have information relating to fraudulent transactions removed from your credit report. To order your annual free credit report, please visit **www.annualcreditreport.com** or call toll free at **1-877-322-8228**.

You can also order your annual free credit report by mailing a completed Annual Credit Report Request Form (available from the U.S. Federal Trade Commission's ("FTC") website at www.consumer.ftc.gov) to: Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348-5281.

For Colorado, Georgia, Maine, Maryland, New Jersey, Puerto Rico, and Vermont residents: You may obtain one or more (depending on the state) additional copies of your credit report, free of charge. You must contact each of the credit reporting agencies directly to obtain such additional report(s).

Fraud Alert. You may place a fraud alert in your file by calling one of the three nationwide credit reporting agencies above. A fraud alert tells creditors to follow certain procedures, including contacting you before they open any new accounts or change your existing accounts. For that reason, placing a fraud alert can protect you, but also may delay you when you seek to obtain credit.

Security Freeze. You have the ability to place a security freeze on your credit report free of charge.

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; (5) legible copy of a government issued identification card; (6) legible copy of a recent utility bill or bank or insurance statement that displays your name and current mailing address, and the date of issue; and (7) any applicable incident report or complaint filed with a law enforcement agency.

Federal Trade Commission and State Attorneys General Offices. If you believe you are the victim of identity theft or have reason to believe your personal information has been misused, you should immediately contact the Federal Trade Commission and/or the Attorney General's office in your home state. You may also contact these agencies for information on how to prevent or avoid identity theft.

You may contact the **Federal Trade Commission**, Consumer Response Center, 600 Pennsylvania Avenue, NW, Washington, DC 20580, https://www.consumer.ftc.gov/features/feature-0014-identity-theft, 1-877-IDTHEFT (438-4338).

State Attorney General's Office Contact Information: <<State AG Info>>.

TransUnion.

Activation Code: <<Activation Code>>

Complimentary One-Year *my*TrueIdentity Credit Monitoring Service

As a safeguard, we have arranged for you to enroll, at no cost to you, in an online credit monitoring service (*my*TrueIdentity) for one year provided by TransUnion Interactive, a subsidiary of TransUnion,® one of the three nationwide credit reporting companies.

How to Enroll: You can sign up online or via U.S. mail delivery

- To enroll in this service, go to the *my*TrueIdentity website at **www.MyTrueIdentity.com** and, in the space referenced as "Enter Activation Code," enter the 12-letter Activation Code **<<Insert Unique 12-letter Activation Code>>** and follow the three steps to receive your credit monitoring service online within minutes.

- If you do not have access to the Internet and wish to enroll in a similar offline, paper-based credit monitoring service, via U.S. mail delivery, please call the TransUnion Fraud Response Services toll-free hotline at **1-855-288-5422**. When prompted, enter the six-digit telephone passcode **<<Insert static 6-digit Telephone Pass Code>>** and follow the steps to enroll in the offline credit monitoring service, add an initial fraud alert to your credit file, or to speak to a TransUnion representative if you believe you may be a victim of identity theft.

You can sign up for the online or offline credit monitoring service anytime between now and **<<Enrollment Deadline>>**. Due to privacy laws, we cannot register you directly. Please note that credit monitoring services might not be available for individuals who do not have a credit file with TransUnion or an address in the United States (or its territories) and a valid Social Security number. Enrolling in this service will not affect your credit score.

ADDITIONAL DETAILS REGARDING YOUR 12-MONTH COMPLIMENTARY CREDIT MONITORING SERVICE:

- Once you are enrolled, you will be able to obtain one year of unlimited access to your TransUnion credit report and credit score.

- The daily credit monitoring service will notify you if there are any critical changes to your credit file at TransUnion, including fraud alerts, new inquiries, new accounts, new public records, late payments, changes of address, and more.

- The service also includes access to an identity restoration program that provides assistance in the event that your identity is compromised and up to $1,000,000 in identity theft insurance with no deductible. (Policy limitations and exclusions may apply.)