

Letterhead

[date]

[client]

[address 1]

[address 2]

NOTICE OF DATA BREACH

Dear [client]:

I am writing to provide you with information about a data incident involving C. Kirk Holt & Associates.

**What Happened?**

On the evening of March 8, 2017, I detected unusual activity on one work computer. I immediately took the computer offline and contacted IT consultants the following morning for investigation. On March 20, 2017, the specialized forensic IT firm hired to investigate this matter determined that an unauthorized person gained access to our system, and identification of what information may be impacted was begun. Through investigation we have discovered that the unauthorized access occurred through Remote Desktop Protocol between March 2, 2017 and March 6, 2017.

**What Information Was Involved?**

The information may have included your: name, date of birth, telephone number(s), address, and Social Security number.

**What We Are Doing.**

In addition to the steps outlined above, I notified the FBI, the IRS, and applicable state agencies. I am reviewing office policies and procedures, and I will work with law enforcement.

I have also partnered with Equifax® to provide its Credit Watch™ Silver identity theft protection product for one year at no charge to you. A description of this product is provided in the attached 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 provide you with a notification of any changes to your credit information, up to \$25,000 Identity Theft Insurance Coverage and access to your credit report. You must complete the enrollment process by June 30, 2017. We strongly recommend you to consider enrolling in this product, at our expense, and reviewing the Additional Resources enclosed with this letter.

**What You Can Do.**

Regardless of whether you choose to take advantage of the identity monitoring services I am offering, given the nature of the information potentially exposed, I strongly recommend the following steps be taken:

1. Establish free 90 day fraud alerts with the three credit reporting bureaus. Their telephone numbers and websites are:

<p>Equifax P.O. Box 740241 Atlanta, GA 30374 1-888-766-0008 <a href="https://www.alerts.equifax.com/AutoFraud_Online/jsp/fraudAlert.jsp">https://www.alerts.equifax.com/AutoFraud_Online/jsp/fraudAlert.jsp</a></p>	<p>Experian P.O. Box 2104 Allen, TX 75013 1-888-397-3742 <a href="https://www.experian.com/fraud/center.html">https://www.experian.com/fraud/center.html</a></p>	<p>TransUnion P.O. Box 2000 Chester, PA 19022 1-800-680-7289 <a href="http://www.transunion.com/fraud-victim-resource/place-fraud-alert">http://www.transunion.com/fraud-victim-resource/place-fraud-alert</a></p>
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2. Consider placing a credit freeze on your accounts which will make it more difficult for someone to open an account. For more information visit: <https://www.consumer.ftc.gov/articles/0497-credit-freeze-faqs>
3. If you become a victim of identity theft, file a complaint with the Federal Trade Commission at <https://identitytheft.gov>. The FTC also provides detailed and specific information about identity theft at their website, which we recommend you review.

Lastly, you are entitled to a free credit report every year from each of these agencies at: [www.annualcreditreport.com](http://www.annualcreditreport.com)

#### **For More Information.**

Protecting your information is incredibly important to me, as is addressing this incident with the information and assistance you may need. If you have any questions or concerns, please call at **TOLL FREE NUMBER**, or write me at 14 North Main Street, Springville, UT 84663.

Very truly yours,

C. Kirk Holt, CPA



Adult Activation Code: **INSERT Credit Monitoring Code**

About the Equifax Credit Watch™ Silver identity theft protection product

Equifax Credit Watch will provide you with an “early warning system” to changes to your credit file. Note: You must be over age 18 with a credit file in order to take advantage of the product.

Equifax Credit Watch provides you with the following key features and benefits:

- Comprehensive credit file monitoring and automated alerts of key changes to your **Equifax** credit report
- Wireless alerts and customizable alerts available (available online only)
- One copy of your Equifax Credit Report™
- Up to \$25,000 in identity theft insurance with \$0 deductible, at no additional cost to you †
- Live agent Customer Service 7 days a week from 8 a.m. to 3 a.m. to assist you in understanding the content of your Equifax credit information, to provide personalized identity theft victim assistance, and help initiate an investigation of inaccurate information.
- 90 day Fraud Alert placement with automatic renewal functionality\* (available online only)

**How to Enroll:** To sign up online for **online delivery** go to: [www.myservices.equifax.com/silver](http://www.myservices.equifax.com/silver)

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.

† 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