



[Customer Name]
[Street Address]
[City, State, Zip]

March 15, 2019

RE: Notice of Data Security Incident

Dear [Customer Name],

I am writing on behalf of Cremation Society of Pennsylvania, Inc. ("Cremation Society") to provide notice of an incident involving your personal information.

What Information Was Involved. We have learned that a computer data storage device sent in a UPS package from a Cremation Society location to our corporate headquarters has been lost while in transit. The device contained a database that included your name, address, telephone number, and Social Security number. A small number of email addresses were also included in the database.

What Happened. The package was sent on February 12, 2019, and it was delivered on February 14, 2019. Shortly thereafter, we discovered that the contents were missing, and we immediately contacted UPS and filed a missing article claim. We also launched our own investigation into the incident, and our investigation is ongoing. We do not at this time have any reason to believe that the contents have been improperly accessed, acquired, or misused. We believe it is most likely that the package was damaged while in transit on UPS vehicles or UPS premises, and we understand that, if the contents are found by UPS, the contents will be destroyed pursuant to UPS policy. Please know we have the utmost respect for the privacy of your personal information, and we take this incident very seriously.

What You Can Do. We urge you to be vigilant and to review your accounts for any unusual activity. The rest of this letter sets forth important information concerning ways to protect your identity, as well as identity protection services and credit monitoring that we have obtained for you as a precautionary measure free-of-charge.

Please take note of the following important security measures:

1. We have arranged to have AllClear ID provide identity protection services (including credit monitoring) at no cost to you. The following services start on the date of this notice and you can use them at any time during the next 12 months.

AllClear Identity Repair: This service is automatically available to you with no enrollment required. If a problem arises, simply call 1-855-904-5767 and a dedicated investigator will help recover financial losses, restore your credit and make sure your identity is returned to its proper condition.

AllClear Fraud Alerts with Credit Monitoring: This service offers the ability to set, renew, and remove 90-day fraud alerts on your credit file to help protect you from credit fraud. In addition, it provides credit monitoring services, a once annual credit score and credit report, and a \$1 million identity theft insurance policy. You may sign up online at enroll.allclearid.com or by phone by calling 1-855-904-5767 using the following redemption code: [Redemption Code]

Please note: Following enrollment, additional steps are required by you in order to activate your phone alerts and fraud alerts, and to pull your credit score and credit file. Additional steps may also be required in order to activate your monitoring options.

2. Be on the lookout for scams that attempt to lure you into providing personal information. Cremation Society will not call you or send any e-mail messages to you asking for your personal information or payment card information, or ask you to click on any links to activate credit monitoring or to update your Cremation Society account. You should not provide information in response to any such calls or email messages, and you should not click on any links within such email messages. The only ways to sign up for credit monitoring are described in this letter.

We also recommend that you review and consider the guidance provided in the enclosed page titled “Information about Identity Theft Protection.”

What We Are Doing. Cremation Society values its relationship with you and strives to protect your personal information. In addition to this notification¹ and our ongoing efforts to retrieve the missing contents from UPS, we continue to review available sources for any indication that the database has been misused, and we are reviewing our relevant data handling processes and information security practices in an effort to identify ways to prevent a similar occurrence in the future.

For More Information. For additional information and assistance, please call 1-855-904-5767, Monday through Saturday, 8:00 a.m. to 8:00 p.m. Central Time.

We apologize for any inconvenience that this incident may have caused.

Sincerely,

A handwritten signature in cursive script, enclosed in a hand-drawn oval. The signature appears to read "Dolores Ramos".

Dolores Ramos
Vice President of Administration
Cremation Society of Pennsylvania, Inc.
4100 Jonestown Road
Harrisburg, PA 17109

Information about Identity Theft Protection

We recommend that you regularly review statements from your accounts and periodically obtain your credit report from one or more of the national credit reporting agencies. You may obtain a free copy of your credit report online at

¹ We did not delay sending this letter as a result of a law enforcement investigation.

www.annualcreditreport.com, by calling toll-free 1-877-322-8228, or by mailing an Annual Credit Report Request Form (available at www.annualcreditreport.com) to: Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA, 30348-5281. Purchase a copy of your credit report by contacting the national credit reporting agencies listed below.

Equifax: P.O. Box 740241, Atlanta, GA 30374, 1-866-349-5191, www.equifax.com
Experian: P.O. Box 9532, Allen, TX 75013, 1-888-397-3742, www.experian.com
TransUnion: P.O. Box 1000, Chester, PA 19016, 1-800-888-4213, www.transunion.com

When you receive your credit reports, review them carefully. Look for accounts or creditor inquiries that you do not recognize. Look for inaccurate information, such as home address or Social Security Number. If you see anything you do not understand or that looks incorrect, call the credit reporting agency at the telephone number on the report.

We recommend you vigilantly review your account statements and credit reports and promptly report any suspicious activity or suspected identity theft to law enforcement authorities, including local law enforcement, your state's attorney general and/or the Federal Trade Commission (FTC). You may contact the FTC or your state's regulatory authority to obtain information about avoiding identity theft. Contact the FTC at Federal Trade Commission, Consumer Response Center, 600 Pennsylvania Avenue, NW, Washington, DC 20580, 1-877-IDTHEFT (438-4338), www.ftc.gov/idtheft.

For Maryland residents: You may obtain information about preventing and avoiding identity theft from the Maryland Office of the Attorney General: Maryland Office of the Attorney General, Consumer Protection Division, 200 St. Paul Place, Baltimore, MD 21202, 1-888-743-0023, www.oag.state.md.us.

For North Carolina residents: You may obtain information about preventing and avoiding identity theft from the North Carolina Attorney General's Office: North Carolina Attorney General's Office, Consumer Protection Division, 9001 Mail Service Center, Raleigh, NC 27699, 1-877-5-NO-SCAM (66-7226), www.ncdoj.gov.

For Rhode Island residents: You may contact the Rhode Island Attorney General's Office: Rhode Island Attorney General's Office, Consumer Protection Unit, 150 South Main Street, Providence, RI 02903, 1-401-274-4400, www.riag.ri.gov. You have the right to file and obtain a police report.

For New Mexico residents: You have rights under the federal Fair Credit Reporting Act (FCRA). These include, among others, the right to know what is in your file; to dispute incomplete or inaccurate information; to have consumer reporting agencies correct, delete, or block inaccurate, incomplete, or unverifiable information; and to place a fraud alert on your credit report. For more information about the FCRA, please visit www.ftc.gov.

Fraud Alerts: You can place two (2) types of fraud alerts on your credit report to notify creditors: an initial alert and an extended alert. You may place an initial fraud alert on your credit report if you suspect you have been, or are about to be, a victim of identity theft. An initial fraud alert lasts for one (1) year. You may place an extended alert on your credit report by mail if you have been a victim of identity theft with the appropriate documentary proof. An extended fraud alert lasts for seven (7) years. You can place a fraud alert on your credit report by calling the toll-free fraud number or visiting the website of any of the three (3) national credit reporting agencies listed below. You only need to notify one (1) agency, because it must notify the other two (2) agencies.

Equifax: 1-800-525-6285,
www.equifax.com/personal/education/identity-theft/fraud-alert-security-freeze-credit-lock/
Experian: 1-888-397-3742, www.experian.com/fraud/
TransUnion: 1-888-909-8872, fraud.transunion.com

Credit Freezes: You may put a credit freeze, also known as a security freeze, on your credit file, so that no new credit can be opened in your name without the use of a PIN number and/or password that may be issued to you when you initiate a freeze. A credit freeze is designed to prevent potential credit grantors from accessing your credit report without your consent. If you place a credit freeze, potential creditors and other third parties will not be able to access your credit report unless you lift the freeze. Therefore, using a credit freeze may delay your ability to obtain credit.

There is no fee to place, lift and/or remove a credit freeze. Unlike a fraud alert, you must separately place a credit freeze on your credit file at each credit reporting agency. Contact the three (3) major credit reporting agencies to place a credit freeze and learn more information:

Equifax Security Freeze
P.O. Box 105788
Atlanta, GA 30348 800-685-1111
[www.equifax.com/personal/
credit-report-services/](http://www.equifax.com/personal/credit-report-services/)

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

Trans Union Security Freeze
P.O. Box 2000
Chester, PA 19022-2000
888-909-8872
[www.transunion.com/
credit-freeze](http://www.transunion.com/credit-freeze)

You can obtain more information about fraud alerts and credit freezes by contacting the FTC or one of the national credit reporting agencies listed above.