



[Insert date]
[INDIVIDUAL NAME]
[STREET ADDRESS]
[CITY, STATE AND ZIP CODE]

Re: **NOTICE OF DATA BREACH**

Dear **[INDIVIDUAL NAME]**:

At All American Entertainment (“AAE”), the privacy of our clients and talent is of the utmost importance to us, which is why we are writing to let you know about a data security incident that may involve your personal information.

What Happened:

On or about February 25, 2019, AAE discovered an unauthorized access of our computer systems. After further investigation, we determined this was conducted by a former employee who accessed and removed sensitive data of some of AAE’s clients. This breach came from someone with intimate knowledge of the proprietary, internal system and its source code. We believe the unauthorized access occurred on or about February 10, 2019. AAE’s thorough investigation did not reveal any publication or dissemination of your personal information as a result of this incident.

What Information Was Involved:

It appears that social security numbers, names, and addresses were illegally accessed.

What We Are Doing:

We value your privacy and deeply regret this incident occurred. AAE has taken numerous steps to address this situation:

- AAE promptly reported the breach of security to the Federal Bureau of Investigation and is cooperating with law enforcement in the investigation.
- AAE immediately removed the breach path after the attack was discovered.
- AAE conducted a thorough investigation, which did not reveal any publication or dissemination of your personal information as a result of this incident.
- AAE’s employee authentication system was replaced with an entirely new system featuring multi-factor authentication, a gold-standard in the industry.
- AAE implemented additional security measures to prevent a reoccurrence and to protect the privacy of our valued clients and talent.
- AAE sought and received a permanent injunction which prohibits the release of this information.
- AAE continues to conduct thorough reviews of its computer systems and records.

What You Can Do:

Read the enclosed *Steps You Can Take to Further Protect Your Information* for more information.

For further information and assistance, please contact AAE at (919) 516-9855.

Sincerely,

Greg Friedlander
Chief Executive Officer



STEPS YOU CAN TAKE TO FURTHER PROTECT YOUR INFORMATION

- **Review Your Account Statements and Notify Law Enforcement of Suspicious Activity**

As a precautionary measure, we recommend that you remain vigilant by reviewing your account statements and credit reports closely. If you detect any suspicious activity on an account, you should promptly notify the financial institution or company with which the account is maintained. You also should promptly report any fraudulent activity or any suspected incidence of identity theft to proper law enforcement authorities, your state attorney general, and/or the Federal Trade Commission (FTC). You have the right to obtain a police report regarding the breach.

To file a complaint with the FTC, go to www.ftc.gov/idtheft, or call 1-877-1D-THEFT (877-438-4338). Complaints filed with the FTC will be added to the FTC's Identity Theft Data Clearinghouse, which is a database made available to law enforcement agencies.

- **Copy of Credit Report**

You may obtain a free copy of your credit report from each of the three major credit reporting agencies once every 12 months by visiting <https://www.annualcreditreport.com>, calling 1-877-322-8228 or mailing Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348-5281. If you send your request by mail, please be sure to include your name, Social Security number, current and previous addresses, date of birth and telephone number, or you can fill out the Annual Credit Report Request Form at <https://www.consumer.ftc.gov/articles/pdf-0093-annual-report-request-form.pdf>. You can also elect to purchase a copy of your credit report by contacting one of the three national credit reporting agencies. Contact information for the three national credit reporting agencies for the purpose of requesting a copy of your credit report or for general inquiries is provided below:

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

Experian
(888) 397-3742
www.experian.com
535 Anton Blvd., Suite 100
Costa Mesa, CA 92626

TransUnion
(800) 888-4213
www.transunion.com
P.O. Box 1000
Chester, PA 19016

- **Fraud Alert**

You may want to consider placing a fraud alert on your credit report. An initial fraud alert is free and will stay on your credit file for at least 90 days. The alert informs creditors of possible fraudulent activity within your report and requests that the creditor contact you prior to establishing any accounts in your name. To place a fraud alert on your credit report, contact any of the three credit reporting agencies identified above. Additional information is available at <https://www.annualcreditreport.com/index.action>.



- **Security Freeze**

In some US states, you have the right to put a security freeze on your credit file. This will prevent new credit from being opened in your name without the use of a PIN number that is issued to you when you initiate the freeze. A security freeze is designed to prevent potential creditors from accessing your credit report without your consent. As a result, using a security freeze may interfere with or delay your ability to obtain credit. You must separately place a security freeze on your credit file with each credit reporting agency. Additionally, if you request a security freeze from a consumer reporting agency there may be a fee up to \$5 to place, lift or remove the security freeze. In order to place a security freeze, you may be required to provide the consumer reporting agency with information that identifies you including your full name, Social Security number, date of birth, current and previous addresses, a copy of your state-issued identification card, and a recent utility bill, bank statement or insurance statement.

- **Additional Free Resources on Identity Theft**

You may wish to review the tips provided by the Federal Trade Commission on how to avoid identity theft. For more information, please visit <http://www.ftc.gov/idtheft> or call 1-877-ID-THEFT (877-438-4338). A copy of *Taking Charge: What to Do if Your Identity is Stolen*, a comprehensive guide from the FTC to help you guard against and deal with identity theft, can be found on the FTC's website at: <http://www.ftc.gov/bcp/edu/pubs/consumer/idtheft/idth04.shtm>. You can obtain additional information from the FTC and your state Attorney General about steps you can take to avoid identity theft.