



P.O. Box 1048
Albany, Oregon 97321

June 15, 2018

D8272-L01-0123456 0001 00000001 *****MIXED AADC 159

SAMPLE A SAMPLE

APT # ABC

123 ANY ST

ANYTOWN, US 12345-6789



NOTICE OF DATA BREACH
Please read this entire letter.

Dear Sample A Sample:

I am writing to inform you of a data breach that occurred between April 12 and May 16, 2018, through the website for Mountain House, which is part of OFD Foods, LLC. This incident potentially involved the names, addresses, telephone numbers, email addresses, and credit card numbers and security codes of online customers who purchased Mountain House freeze-dried meals during this time period. As a result, your personal information might have been exposed to others. Please carefully read this entire letter to understand what happened, what we have done to address this incident, and what you can do to protect your information.

What Happened

On April 12, someone hacked into the customer checkout page on the Mountain House website and installed computer code capable of capturing individual customer information as it was entered to complete online orders. On May 16, we discovered this intrusion, dismantled the malicious code, and blocked the point of access used by the hacker. Since then we have investigated the incident, and, working with our vendor that helps to operate our website, it appears that the hacker might be based in Russia. Based on our investigation, we are not certain if the hacker captured any particular customer information, but the code used had the potential to do so. Accordingly, we are proceeding with caution and treating this incident as though the hacker had access to all online orders placed during this time period.

What Information Was Involved

As noted above, this incident had the potential to involve customer information entered on the Mountain House checkout page to complete online orders: customer names, addresses, telephone numbers, email addresses, credit card account numbers, and credit card security codes. We do not collect any other information as part of the online order process, and no other type of your personal information was potentially involved.

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What We Are Doing

We deeply regret this incident and extend our apologies and concern to all who are affected by this incident. We take your privacy and security seriously. In addition to disabling the malicious code and access point used by the hacker, we are reviewing and revising our security policies and procedures to reduce the risk of future incidents. We have notified law enforcement officials of this incident and are cooperating with them. As outlined in further detail below, we have also arranged to provide to you free of charge credit monitoring and identity theft detection and resolution services through Experian. We strongly encourage you to register for this service and use it to protect your information. We also have established a dedicated telephone number through Experian to receive calls and respond to questions about this incident, and we ask that you call this number with questions about this incident.

What You Can Do

To help protect your identity, we are offering a complimentary one-year membership of Experian's® IdentityWorksSM. This product and service provides you with superior identity detection and resolution of identity theft. To activate your membership and start monitoring your personal information please follow the steps below:

- Ensure that you **enroll by September 30, 2018**. (Your code will not work after this date.)
- **Visit** the Experian IdentityWorks website to enroll: <https://www.experianidworks.com/credit>.
- Provide your **activation code: ABCDEFGHI**.

If you have questions about the product, need assistance with identity restoration or would like an alternative to enrolling in Experian IdentityWorks online, please contact Experian's customer care team at **877.890.9332** by **September 30, 2018**. This phone line will be available Monday through Friday from 6:00 a.m. to 6:00 p.m. Pacific and Saturday and Sunday from 8:00 a.m. to 5:00 p.m. Pacific. Be prepared to provide engagement number **DB07228** as proof of eligibility for the identity restoration services by Experian.

ADDITIONAL DETAILS REGARDING YOUR 12-MONTH EXPERIAN IDENTITYWORKS MEMBERSHIP:

A credit card is **not** required for enrollment in Experian IdentityWorks.

You can contact Experian **immediately** regarding any fraud issues, and have access to the following features once you enroll in Experian IdentityWorks:

- ◆ **Experian credit report at signup:** See what information is associated with your credit file. Daily credit reports are available for online members only.
- ◆ **Credit Monitoring:** Actively monitors Experian file for indicators of fraud.
- ◆ **Identity Restoration:** Identity Restoration agents are immediately available to help you address credit and non-credit related fraud.
- ◆ **Experian IdentityWorks ExtendCARE™:** You receive the same high-level of Identity Restoration support even after your Experian IdentityWorks membership has expired.
- ◆ **Up to \$1 Million Identity Theft Insurance**:** Provides coverage for certain costs and unauthorized electronic fund transfers.

If you believe there was fraudulent use of your information and would like to discuss how you may be able to resolve those issues, please reach out to an Experian agent at **877.890.9332**. If, after discussing your situation with an agent, it is determined that Identity Restoration support is needed, then an Experian Identity Restoration agent is available to work with you to investigate and resolve each incident of fraud that occurred (including, as appropriate, helping you with contacting credit grantors to dispute charges and close accounts; assisting you in placing a freeze on your credit file with the three major credit bureaus; and assisting you with contacting government agencies to help restore your identity to its proper condition).

Please note that this Identity Restoration support is available to you for one year from the date of this letter and does not require any action on your part at this time. The Terms and Conditions for this offer are located at www.ExperianIDWorks.com/restoration. You will also find self-help tips and information about identity protection at this site.


Other Important Information

A summary of additional steps you can take to protect your personal information is also enclosed. Please carefully review this information, which includes 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. It also includes the contact information for the three major credit reporting agencies and suggestions for obtaining and reviewing your credit report.

For More Information

For further information and assistance, please contact Experian at **877.890.9332**. Again, we strongly encourage you to register for Experian's services and follow the steps outlined in the enclosed papers. **If you experience any problems that you believe are related to this incident or suspect that you might be the victim of identity theft, please notify Experian and your credit card provider immediately.**

Sincerely,



Jim Merryman, CEO

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* Offline members will be eligible to call for additional reports quarterly after enrolling.

** Identity theft insurance is underwritten by insurance company subsidiaries or affiliates of American International Group, Inc. (AIG). 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.

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IDENTITY THEFT PREVENTION and PROTECTION

Monitor Your Accounts and Credit Reports, and Notify Police and the FTC of Suspicious Activity:

When you receive account statements, credit reports, and monitoring alerts, review them carefully for unauthorized activity. For example, look for accounts you did not open, unauthorized purchases, inquiries from creditors that you did not initiate, and personal information that you do not recognize, such as a home address or Social Security number. If you have concerns, call your bank, the account provider, or the credit reporting agency at the telephone number on the statement or report. If possible, place a security verification word on your accounts.

If you suspect any fraudulent activity or identity theft, promptly report it to local law enforcement authorities, your state attorney general, and/or the Federal Trade Commission. To file a complaint with the FTC, go to <https://www.consumer.ftc.gov/features/feature-0014-identity-theft> or call 1-877-ID-THEFT (877-438-4338). Request copies of any police or investigation reports created, as you might need to provide this information to credit reporting agencies or to supposed creditors to clear up your records.

Obtain Free Credit Reports: Even if you do not find any signs of fraud on your reports, you should check your credit report regularly. There are three main credit reporting agencies: Equifax, Experian, and TransUnion. Their contact information, along with contact information for the FTC and some state agencies, are on the reverse side. Each credit reporting agency must provide you annually with a free credit report, at your request made to a single, centralized source for the reports, AnnualCreditReport.com. You are not required to order all three reports at the same time; instead, you may rotate your requests so that you can review your credit report on a regular basis. In addition, many states have laws that require the credit reporting agencies to provide you with a copy of your credit report, free of charge, whether or not you suspect any unauthorized activity on your account.

Free Services by Credit Reporting Agencies: Each credit reporting agency offers additional free services to help you protect your credit. TransUnion at www.transunion.com permits you to sign up for TrueIdentity which is a service that allows you to examine your TransUnion credit file and place a "credit lock" which prevents others from opening up credit in your name. Experian at www.experian.com provides you with a free credit report every month when you select "Start with your free Experian Credit Report." Equifax at www.equifax.com permits you to sign up for "Lock & Alert" which also allows you to place a credit lock.

Fraud Alert: You may ask the credit reporting agencies to place "fraud alerts" in your file to let potential creditors and others know that you may be a victim of identity theft. A fraud alert can make it more difficult for someone to get credit in your name because it tells creditors to follow certain procedures to protect you. It also may delay your ability to obtain credit. You may place a fraud alert in your file by calling just one of the three credit reporting agencies. As soon as that agency processes your fraud alert, it is supposed to notify the other two, which then also must place fraud alerts in your file. An initial fraud alert stays in your file for at least 90 days. An extended alert stays in your file for seven years. To place either of these alerts, a credit reporting agency will require you to provide appropriate proof of your identity, which may include your Social Security number. If you ask for an extended alert, you will have to provide an identity theft report. An identity theft report includes a copy of a report you have filed with a federal, state, or local law enforcement agency.

Security Freeze: You also have the right to place a security freeze on your credit report at any of the three main credit reporting agencies. 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. If you choose to send a request to a consumer reporting agency by certified mail, overnight mail, or regular

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IDENTITY THEFT PREVENTION and PROTECTION

stamped mail, the following information must be included when requesting a security freeze: (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; and (5) any applicable incident report or complaint with a law enforcement agency. The request must also include a copy of a government-issued identification card and a copy of a recent utility bill or bank or insurance statement. It is essential that each copy be legible, display your name and current mailing address, and the date of issue. The consumer reporting agency may charge a fee of up to \$5.00 to place a freeze or lift or remove a freeze, unless you are a victim of identity theft or the spouse of a victim of identity theft, and you have submitted a valid police report relating to the identity theft incident to the agency. The main three credit reporting agencies provide details about their security freeze services and state requirements at the following links:

- Experian: <http://www.experian.com/blogs/ask-experian/credit-education/preventing-fraud/security-freeze/>
- Equifax: https://help.equifax.com/app/answers/detail/a_id/159 & https://help.equifax.com/app/answers/detail/a_id/75/~security-freeze-fees-and-requirements
- TransUnion: <https://www.transunion.com/credit-freeze/place-credit-freeze>

Internal Revenue Service: Tax-related identity theft is when someone uses your Social Security number to file a false tax return claiming a fraudulent refund. If you received IRS correspondence indicating you may be a victim of tax-related identity theft or your e-file tax return was rejected as a duplicate, take the following steps with the IRS:

- Submit an IRS Form 14039, Identity Theft Affidavit
- Continue to file your tax return, even if you must do so by paper, and attach the Form 14039
- Watch for any follow-up correspondence from the IRS and respond quickly.

The fillable IRS Form 14039 is available at IRS.gov. Follow the instructions exactly. You can fax or mail it or submit it with your paper tax return if you have been prevented from filing because someone else has already filed a return using your SSN. You only need to file it once. Do not respond to threats made over the phone or via email that the IRS will take action against you. The IRS will communicate with you in writing.

Financial Accounts, Oral Passwords and 2FA: If financial accounts are affected, contact the institution and ask them about steps you may take to further protect your account. Financial institutions will often permit you to place an oral password on your account or enable two factor authentication to your online account.

Contact Information for FTC, Credit Reporting Agencies, and State Attorneys General and Consumer Protection Offices:

Federal Trade Commission

Consumer Response Center
600 Pennsylvania Avenue, NW
Washington, DC 20580
1-877-IDTHEFT (438-4338)
<https://www.consumer.ftc.gov/features/feature-0014-identity-theft>

AnnualCreditReport.com

Annual Credit Report Request
Service
P.O. Box 105281
Atlanta, GA 30348-5281
www.annualcreditreport.com

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Equifax

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

Experian

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

TransUnion

P.O. Box 2000
Chester, PA 19022
1-800-888-4213
www.transunion.com

Alabama

Office of the Attorney General
501 Washington Avenue
Montgomery, AL
800-392-5658
334-242-7335
<https://ago.alabama.gov/ConsumerComplaint>

Alaska

Consumer Protection Unit of the
Attorney General's Office
907-269-5200
888-576-2529
<http://www.law.alaska.gov/department/civil/consumer/IDtheft.html>

Arizona

Office of the Attorney General,
Consumer Information and
Complaints
2005 N Central Ave
Phoenix, AZ 85004
602-542-5763
<https://www.azag.gov/consumer/home>

Arkansas

Attorney General's Office –
Consumer Protection Identity
323 Center St., Suite 200
Little Rock, AK 72201
501-682-2007
800-482-8982
<https://www.arkansasag.gov/consumer-protection/identity/>

California

Attorney General's Office
California Dep't of Justice
Attn: Public Inquiry Unit
P.O. Box 944255
Sacramento, CA 94244-2550
800-952-5225
<https://oag.ca.gov/idtheft>
www.privacy.ca.gov

Colorado

Office of the Attorney General
Consumer Protection Section
Colorado Department of Law
Ralph L. Carr Judicial Building
1300 Broadway, 7th Floor
Denver, CO 80203
800-222-4444
<https://www.stopfraudcolorado.gov/fraud-center/identity-theft>

Connecticut

Department of Consumer
Protection
450 Columbus Boulevard, Suite 901
Hartford, Connecticut 06103-1840
860-713-6100
800-842-2649
<https://portal.ct.gov/AG/Consumer-Issues/Identity-Theft/Identity-Theft>

Delaware

Delaware Department of Justice
Carvel State Building
820 N. French St.
Wilmington, DE 19801
302-577-8600
<https://attorneygeneral.delaware.gov/fraud/cpu/idtheft/>

Florida

Consumer Protection Division
Office of the Attorney General
The Capitol
Tallahassee, FL 32399-1050
(866) 966-7266
<http://myfloridalegal.com/identitytheft>

Georgia

Georgia Department of Law
Consumer Protection Unit
2 Martin Luther King Jr. Dr., Suite
356
Atlanta, Georgia 30334-9077
404-651-8600 or 1-800-869-1123
<http://ocp.ga.gov/>

Hawaii

Department of Attorney General
425 Queen Street
Honolulu, HI 96813
808-586-1500
Email: hawaiiag@hawaii.gov
<http://ag.hawaii.gov/quick-links/id-theft/>

Idaho

Office of the Attorney General
Consumer Protection Division
954 W. Jefferson, 2nd Floor
Boise, ID 83720
Phone (208) 334-2424
Toll-free (800) 432-3545
<http://www.ag.idaho.gov/consumerProtection/consumerIndex.html>

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Illinois

Illinois Attorney General
100 West Randolph Street
Chicago, IL 60601
312-814-3000
TTY: 1-800-964-3013
<http://www.illinoisattorneygeneral.gov/consumers/index.html>

Indiana

Consumer Protection Division
Indiana Attorney General
302 W. Washington St., 5th Floor
Indianapolis, IN 46204
800-382-5516
<https://www.in.gov/attorneygeneral/2349.htm>

Iowa

Attorney General of Iowa
Consumer Protection Division
Hoover State Office Building
1305 E. Walnut Street
Des Moines, Iowa 50319-0106
515-281-5926
888-777-4590
<https://www.iowaattorneygeneral.gov/for-consumers/general-consumer-information/identity-theft/>

Kansas

Kansas Attorney General:
Consumer Protection Division
120 SW 10th Ave, 2nd Floor
Topeka, KS 66612-1597
785-296-2215
<https://ag.ks.gov/complaint-center/id-theft>

Kentucky

Attorney General of Kentucky
700 Capitol Avenue, Suite 118
Frankfort, Kentucky 40601
502-696-5300
www.ag.ky.gov

Louisiana

Office of the Attorney General
Consumer Protection Section
P.O. Box 94005
Baton Rouge, LA 70804-9005
225-326-6465
800-351-4889
<https://www.ag.state.la.us/ConsumerDisputes>

Maine

Maine Attorney General
Consumer Protection Division
6 State House Station
Augusta, ME 04333
207-626-8849
800-436-2131
http://www.maine.gov/ag/privacy/identity_theft.shtml

Maryland

Office of the Attorney General of Maryland, Consumer Protection Division
200 St. Paul Place
Baltimore, MD 21202
888-743-0023.
www.oag.state.md.us/Consumer

Massachusetts

Office of the Attorney General
Consumer Advocacy & Response Division
One Ashburton Place, 18th Floor
Boston, MA 02108
617-727-8400
<https://www.mass.gov/how-to/file-a-consumer-complaint>

Michigan

Consumer Protection Division
PO Box 30213
Lansing, MI 48909-7713
517-373-1140 or 877-765-8388
<https://www.michigan.gov/treasury/0,4679,7-121-1773-42077--,00.html>

Minnesota

Office of Minnesota Attorney General Lori Swanson
445 Minnesota Street, Suite 1400
St. Paul, MN 55101
651-297-7206
800-366-4812
<https://www.ag.state.mn.us/office/complaint.asp>

Mississippi

Attorney General Consumer Protection Division:
1141 Bayview Avenue, Suite 402,
Biloxi, MS 39530
228-386-4400
855-667-5599
<http://www.ago.state.ms.us/divisions/consumer-protection/>

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Missouri

Missouri Attorney General's Office
207 W. High St., P.O. Box 899,
Jefferson City, MO 65102
573-751-3321
<https://www.ago.mo.gov/civil-division/consumer>

Nevada

Office of the Attorney General
Bureau of Consumer Protection
100 North Carson Street
Carson City, NV 89701
775-684-1100
http://ag.nv.gov/Hot_Topics/Victims/IDTheft_Resources/

New Mexico

Consumer and Family Advocacy
Services Office of Attorney General
201 3rd St. NW, Suite 300,
Albuquerque, NM 87102
505-717-3500
<https://www.nmag.gov/consumer-and-family-advocacy-services.aspx>

North Dakota

North Dakota Attorney General
600 E. Boulevard Ave., Dept.12,
Bismarck, ND 58505
701-328-2210
<https://attorneygeneral.nd.gov/consumer-resources/consumer-complaints>

Oregon

Oregon Residents: Oregon
Department of Justice
1162 Court Street NE
Salem, OR 97301-4096
877-877-9392
www.doj.state.or.us/

Montana

Attorney General Office of
Consumer Protection:
555 Fuller Avenue, Helena, MT
59601-3394
800-481-6896 or 406-444-4500
<https://dojmt.gov/consumer/>

New Hampshire

Consumer Protection and Antitrust
Bureau-Office of the Attorney
General
33 Capitol Street
Concord, NH 03301
603-271-3643
<https://www.doj.nh.gov/consumer/>

New York

New York State Office of the
Attorney General-Bureau of
Consumer Frauds and Protection
28 Liberty Street
New York, NY 10005
212-416-8300
<https://ag.ny.gov/bureau/consumer-frauds-bureau>

Ohio

Ohio Attorney General
30 E. Broad St., 14th Floor,
Columbus, OH 43215
800-282-0515 or 614-466-4986
<http://www.ohioattorneygeneral.gov/About-AG/Service-Divisions/Consumer-Protection>

Pennsylvania

Attorney General Bureau of
Consumer Protection
15th Floor, Strawberry Square
Harrisburg, PA 17120
717-787-9707 or 800-441-2555
<https://www.attorneygeneral.gov/public-protection-division/bureau-consumer-protection/>

Nebraska

Nebraska Attorney General
Consumer Protection Division
2115 State Capitol
Lincoln, NE 68509
402-471-2682 or 800-727-6432
<https://protectthegoodlife.nebraska.gov/>

New Jersey

New Jersey Division of Consumer
Affairs-Office of Consumer
Protection
124 Halsey Street
Newark, New Jersey 07101
973-504-6200
<http://www.njconsumeraffairs.gov/ocp/Pages/default.aspx>

North Carolina

Office of the Attorney General of
North Carolina
9001 Mail Service Center
Raleigh, NC 27699-9001
919-716-6400
877-5-NO-SCAM (877-566-7226)
<http://www.ncdoj.gov/Help-for-Victims/ID-Theft-Victims/Security-Breach.aspx>

Oklahoma

Office of the Attorney General
Public Protection Unit
313 NE 21st Street
Oklahoma City, OK 73105
405-521-3921
<https://www.ok.gov/oag/>

Rhode Island

Office of the Attorney General
150 South Main Street
Providence, RI 02903
401-274-4400
www.riag.ri.gov

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South Carolina

South Carolina Department of
Consumer Affairs
2221 Devine St., Ste. 200
Columbia, SC 29205-2418
803-734-4200
[http://www.consumer.sc.gov/
Pages/default.aspx](http://www.consumer.sc.gov/Pages/default.aspx)

South Dakota

Office of Attorney General
Division of Consumer Protection
1302 E. Hwy 14, Ste 3
Pierre, SD 57501
605-773-4400 or 1-800-300-1986
<https://consumer.sd.gov/>

Tennessee

Office of Attorney General and
Reporter
P.O. Box 20207, Nashville, TN
37202-0207
615-741-3491
[https://www.tn.gov/attorney
general/working-for-tennessee/
protecting-consumers.html](https://www.tn.gov/attorney-general/working-for-tennessee/protecting-consumers.html)

Texas

Office of the Attorney
General-Consumer Protection
300 W. 15th Street, Austin, TX
78701
800-621-0508
[https://www.texasattorneygene
ral.gov/cpd/consumer-protection](https://www.texasattorneygeneral.gov/cpd/consumer-protection)

Utah

Utah Division of Consumer
Protection
160 East 300 South, 2nd Floor
Salt Lake City, UT 84111
800-530-6601 or 800-721-7233
[https://consumerprotection.
utah.gov/](https://consumerprotection.utah.gov/)

Vermont

Vermont Attorney General
109 State St. Montpelier, VT
05609
802-828-3171
[http://ago.vermont.gov/about-
the-attorney-generals-office/
divisions/consumer-protection/](http://ago.vermont.gov/about-the-attorney-generals-office/divisions/consumer-protection/)

Virginia

Office of the Attorney General
of Virginia-Consumer Protection
Section
202 North Ninth St.
Richmond, VA 23219
804-786-2071
[https://www.oag.state.va.us/
consumer-protection/](https://www.oag.state.va.us/consumer-protection/)

Washington

Attorney General's Office
Consumer Resource Center
800 Fifth Avenue, Suite 2000
Seattle, WA 98104
800-551-4636
[http://www.atg.wa.gov/guard
it.aspx](http://www.atg.wa.gov/guardit.aspx)

West Virginia

Office of the Attorney General,
Consumer Protection Division
PO Box 1789
Charleston, WV 25326-1789
800-368-8808 or 304-558-8986
[https://ago.wv.gov/consumer
protection/Pages/default.aspx](https://ago.wv.gov/consumer-protection/Pages/default.aspx)

Wisconsin

Office of the Attorney General
PO Box 7857
Madison, WI 53707-7857
608-266-1221
[https://www.doj.state.wi.us/dls
/consumer-protection/consumer
-protection](https://www.doj.state.wi.us/dls/consumer-protection/consumer-protection)

Wyoming

Wyoming Attorney General's
Office-Consumer Protection Unit
2320 Capitol Avenue
Cheyenne, WY 82002
307-777-8962 or 800-438-5799
<http://ag.wyo.gov/cpu>

D.C.

Office of the Attorney
General-Office of Consumer
Protection
441 4th Street, NW
Washington, DC 20001
202-727-3400
[https://oag.dc.gov/consumer-
protection](https://oag.dc.gov/consumer-protection)

Puerto Rico

Puerto Rico Dep't of Consumer
Affairs
Ave. Jose De Diego, Pda. 22
Minillas Government Center,
Torre Norte Building, 7th Floor
San Juan, PR 00940
787-722-7555
<http://daco.pr.gov/>