



«First_Name» «Last_Name»
«Company»
«Address»
«City», «State» «Zip_Code»

November 2, 2018

Dear «First_Name» «Last_Name»,

Notice of Data Breach

We are writing to you because of a recent data incident at Sirchie Acquisition Company, LLC (“Sirchie”).

What Happened

On October 9, 2018, we learned that an unauthorized individual took advantage of a vulnerability in the security of our website with respect to credit card payment processing. As a result, we have reason to believe that one or more unauthorized individuals may have used a keystroke logger to obtain the unencrypted personal information of 95 Sirchie customers who placed orders between 11:47 p.m. on October 5, 2018 and 3:30 p.m. on Tuesday, October 9, 2018. You are receiving this notice because we believe your information was compromised as part of this incident.

What Information was Involved

The scope of this incident included unauthorized acquisition of customer names, addresses, credit card numbers, expiration dates, and card verification values (“CVVs”), depending on what was entered when you placed your order.

What We Are Doing

In addition to providing you this notice, Sirchie is cooperating with federal law enforcement to investigate this incident. This notice has not been delayed by a law enforcement investigation.

Furthermore, immediately following discovery of the system vulnerability we deleted the unauthorized script and made changes to our credit card processing procedure in order to reduce the risk of any additional incidents like this.

What You Can Do

We recommend that you notify your credit card company of this incident as soon as possible, as we believe your credit card information was involved in this breach. You may wish to request that your card be suspended and re-issued with new information. We also recommend that you closely monitor your credit card statements.

You may also wish to contact the three major consumer reporting agencies to place a fraud alert or to freeze your credit. You may place a fraud alert or freeze your credit by contacting the consumer reporting agencies (Equifax, Experian and TransUnion) using the contact information on the “Information About Identity Theft Protection” insert enclosed with this letter.

As an added precaution, we have arranged to have AllClear protect your identity for 24 months at no cost to you. You are not required to enroll in AllClear, as coverage is automatic unless you opt out. See the

"AllClear Identity Repair Terms of Use" insert enclosed with this letter for more information regarding AllClear's Identity Repair service. Your unique enrollment code is: «Code».

There are other steps you may take to guard against identity theft or fraud. Please review the "Information About Identity Theft Protection" attachment for further information on steps you can take to protect your information.

We encourage you to remain vigilant, to review your account statements, and to monitor your consumer reports and explanation of benefits forms for suspicious activity. 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. To file a complaint with the FTC, go to www.ftc.gov/idtheft or call 1-877-ID-THEFT (877-438-4338). Complaints filed with the FTC will be added to the FTC's Identity Theft Data Clearinghouse, a database made available to law enforcement agencies.

For More Information

We take our responsibility to safeguard personal information seriously, and we regret any inconvenience or concern this incident may cause you. We remain committed to protecting the privacy and security of personal information. If you have any questions about this situation, please do not hesitate to contact us by emailing Mary Pinault, Director of Sales and Support, at MPinault@sirchie.com or 919-562-7671.

Sincerely,

A handwritten signature in black ink, appearing to read "John G. Roby", with a horizontal line underneath.

John G. Roby
President & CEO

INFORMATION ABOUT IDENTITY THEFT PROTECTION

There are steps you can take to further protect yourself against identity theft or other unauthorized use of personal information.

- We recommend that you remain vigilant and regularly review your account statements and consumer reports for unauthorized activity. Promptly report incidents of suspected identity theft or fraud to your local law enforcement agency, the Federal Trade Commission, your financial institution and to the three nationwide consumer reporting agencies listed below to have your consumer report corrected.
- You have a right to report this incident to your local law enforcement agency and to obtain a police report.
- You have a variety of rights under the federal Fair Credit Reporting Act (FCRA). For more information on your FCRA rights, visit <https://www.consumer.ftc.gov/articles/pdf-0096-fair-credit-reporting-act.pdf>.
- You may wish to obtain copies of your consumer report to ensure the accuracy of the report information. You can obtain a free copy of your consumer report from each of the three nationwide consumer reporting agencies by calling 1-877-322-8228 or going online to www.annualcreditreport.com. Under federal law, you are entitled to one free copy of your consumer report every 12 months from each of the three nationwide consumer reporting agencies. When you receive your consumer reports, review them carefully. Look for accounts or creditor inquiries that you did not initiate or do not recognize. Look for information, such as home address and Social Security number, that is not accurate. If you see anything you do not understand, call the consumer reporting agency at the telephone number on the report.
- To place a security freeze on your consumer report, you must send a request to each of the three major consumer reporting agencies: Experian, Equifax, and Transunion. The three major consumer reporting agencies are required to provide security freeze services free of cost.
 - **Experian:** An individual can request a security freeze using Experian's online Freeze Center, by calling 1-888-EXPERIAN (1 888 397 3742), or by mail at Experian Security Freeze, P.O. Box 9554, Allen, TX 75013. Visit <https://www.experian.com/freeze/center.html> for more information.
 - **Equifax:** An individual can request a security freeze by creating a myEquifax account, calling 1-800-685-1111, or by mail at Equifax Information Services LLC, P.O. Box 105788, Atlanta, GA 30348. Visit <https://help.equifax.com/s/article/How-do-I-place-temporarily-lift-or-permanently-remove-a-security-freeze> for more information.
 - **Transunion:** An individual can request a security freeze by visiting <https://www.transunion.com/credit-freeze?tab=addfreeze#freeze> or downloading the myTransUnion app on Google Play the Apple App Store.

To request a security freeze, you will may need to provide the following information:

1. Your full name (including middle initial as well as Jr., Sr., II, III, etc.);
2. Social Security number;
3. Date of birth;
4. If you have moved in the past five (5) years, provide the addresses where you have lived over the prior five years;
5. Proof of current address such as a current utility bill or telephone bill;
6. A legible photocopy of a government issued identification card;

7. If you are a victim of identity theft, report it to your local police department and obtain a copy of the police report, investigative report or complaint. Send a copy of the police report, investigative report, or submitted complaint concerning identity theft to each consumer reporting agency.

You may contact the three major consumer reporting agencies at:

Experian
(888) 397-3742
P.O. Box 9532
Allen, TX 75013
www.experian.com

Equifax
(877) 478-7625
P.O. Box 740241
Atlanta, GA 30374-0241
www.equifax.com

TransUnion
(800) 680-7289
P.O. Box 6790
Fullerton, CA 92834-6790
www.transunion.com

- You may contact the fraud departments of the three nationwide consumer reporting agencies to discuss your options. You have the right to place a free fraud alert on your credit file with the three nationwide consumer reporting agencies. A fraud alert lets creditors know that they should verify your identity before opening accounts in your name. Placing a fraud alert can delay your ability to obtain credit. To place a fraud alert, you are only required to contact one of the three consumer reporting agencies listed above. The consumer reporting agency you place fraud alerts with the other two consumer reporting agencies on your behalf.
- To learn more about fraud alerts, security freezes, and protecting yourself from identity theft and to report incidents of identity theft, you can visit the Federal Trade Commission's website at www.consumer.gov/idtheft, or www.ftc.gov/credit, or call 1-877-IDTHEFT (1-877-438-4338). You may also receive information from the Federal Trade Commission by writing to: Federal Trade Commission Consumer Response Center, 600 Pennsylvania Avenue, NW Washington, DC 20580.
- **For Maryland residents:** You may also 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 also 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 27699-9001, 1-877-5-NO-SCAM, www.ncdoj.gov
- **For Rhode Island residents:** You may also obtain information about preventing and avoiding identity theft from the State of Rhode Island Attorney General: Office of the Attorney General, 150 South Main Street, Providence, Rhode Island 02903, (401) 274-4400, www.riag.ri.gov/homeboxes/Consumer.php

AllClear Identity Repair Terms of Use

If you become a victim of fraud using your personal information without authorization, AllClear ID will help recover your financial losses and restore your identity. Benefits include:

- 24 months of coverage with no enrollment required.
- No cost to you — ever. AllClear Identity Repair is paid for by the participating Company.

Services Provided

If you suspect identity theft, simply call AllClear ID to file a claim. AllClear ID will provide appropriate and necessary remediation services ("Services") to help restore the compromised accounts and your identity to the state prior to the incident of fraud. Services are determined at the sole discretion of AllClear ID and are subject to the terms and conditions found on the AllClear ID website. AllClear Identity Repair is not an insurance policy, and AllClear ID will not make payments or reimbursements to you for any financial loss, liabilities or expenses you incur.

Coverage Period

Service is automatically available to you with no enrollment required for 24 months from the date of the breach incident notification you received from Company (the "Coverage Period"). Fraud Events (each, an "Event") that were discovered prior to your Coverage Period are not covered by AllClear Identity Repair services.

Eligibility Requirements

To be eligible for Services under AllClear Identity Repair coverage, you must fully comply, without limitations, with your obligations under the terms herein, you must be a citizen or legal resident eighteen (18) years of age or older, and have a valid U.S. Social Security number. Minors under eighteen (18) years of age may be eligible, but must be sponsored by a parent or guardian. The Services cover only you and your personal financial and medical accounts that are directly associated with your valid U.S. Social Security number, including but not limited to credit card, bank, or other financial accounts and/or medical accounts.

How to File a Claim

If you become a victim of fraud covered by the AllClear Identity Repair services, you must:

- Notify AllClear ID by calling 1.855.434.8077 to report the fraud prior to expiration of your Coverage Period;
- Provide proof of eligibility for AllClear Identity Repair by providing the redemption code on the notification letter you received from the sponsor Company;
- Fully cooperate and be truthful with AllClear ID about the Event and agree to execute any documents AllClear ID may reasonably require; and
- Fully cooperate with AllClear ID in any remediation process, including, but not limited to, providing AllClear ID with copies of all available investigation files or reports from any institution, including, but not limited to, credit institutions or law enforcement agencies, relating to the alleged theft.

Coverage under AllClear Identity Repair Does Not Apply to the Following:

Any expense, damage or loss:

- Due to
 - o Any transactions on your financial accounts made by authorized users, even if acting without your knowledge, or
 - o Any act of theft, deceit, collusion, dishonesty or criminal act by you or any person acting in concert with you, or by any of your authorized representatives, whether acting alone or in collusion with you or others (collectively, your "Misrepresentation");
- Incurred by you from an Event that did not occur during your coverage period; or
- In connection with an Event that you fail to report to AllClear ID prior to the expiration of your AllClear Identity Repair coverage period.

Other Exclusions:

- AllClear ID will not pay or be obligated for any costs or expenses other than as described herein, including without limitation fees of any service providers not retained by AllClear ID; AllClear ID reserves the right to investigate any asserted claim to determine its validity.
- AllClear ID is not an insurance company, and AllClear Identity Repair is not an insurance policy; AllClear ID will not make payments or reimbursements to you for any loss or liability you may incur.
- AllClear ID is not a credit repair organization, is not a credit counseling service, and does not promise to help you improve your credit history or rating beyond resolving incidents of fraud.
- AllClear ID reserves the right to reasonably investigate any asserted claim to determine its validity. All recipients of AllClear Identity Repair coverage are expected to protect their personal information in a reasonable way at all times. Accordingly, recipients will not deliberately or recklessly disclose or publish their Social Security number or any other personal information to those who would reasonably be expected to improperly use or disclose that Personal Information.

Opt-out Policy

If for any reason you wish to have your information removed from the eligibility database for AllClear Identity Repair, please contact AllClear ID:

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| E-mail support@allclearid.com | Mail AllClear ID, Inc. 823 Congress Avenue Suite 300 Austin, Texas 78701 | Phone 1.855.434.8077 |
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