Return Mail Processing
P.O. Box 265
Claysburg, PA 16625-0265

April 26, 2016

##B8824-L01-0123456 0001 00000001 **********9-OELZZ 123
SAMPLE A SAMPLE
APT ABC
123 ANY ST
ANYTOWN, US 12345-6789

Dear Sample A Sample:

AIM Inc understands the importance of protecting personal information. We are writing to inform you about an incident involving some of your information.

AIM Inc received a report on April 4, 2016, that an unauthorized person was able to gain access to certain images that had been uploaded to our website. We immediately conducted an investigation, engaged a leading security firm, and alerted law enforcement. The investigation determined that the unauthorized person identified an issue in the document upload feature of the website that customers used to upload firearms license and documents for age verification. No payment, order history, or account information was affected. The information in the image you provided may include your name and driver's license number. We removed all of the images from the website server and worked with the security firm and the vendor that hosts the website to enhance the security of the upload feature. The security firm conducted a review of the entire website to look for any other issues.

We recommend that you remain vigilant to the possibility of identity theft by reviewing your credit report for any unauthorized activity. To help protect your identity, we are offering a complimentary one-year membership of Experian's® ProtectMyID® Alert. This product helps detect possible misuse of your personal information and provides you with superior identity protection support focused on immediate identification and resolution of identity theft. Due to privacy laws we are not able to enroll you directly. For more information on identity theft prevention and ProtectMyID® Alert, including instructions on how to activate your free membership, please see the additional information provided in this letter. You should also review the More Information on Ways to Protect Yourself section that follows.

In addition to a comprehensive review of the website, we are working with the security firm to implement enhanced security measures. If you have any questions concerning this notice, please call 1-877-238-2074 between the hours of 9 a.m. and 7 p.m. Eastern Time, Monday through Friday and provide reference number 9906041816 when calling.

We greatly appreciate your business and deeply regret any inconvenience.

0123456

Sincerely,

Steve Neal, President
AIM Inc

Sincerely,

Bryan Flannagan, Vice President of Operations
AIM Inc

B8824-L01

**Activate ProtectMyID Now in Three Easy Steps**

1. ENSURE **That You Enroll By: July 31, 2016** (Your code will not work after this date.)
2. Visit the **ProtectMyID Web Site to enroll: http://www.protectmyid.com/alert**
3. PROVIDE **Your Activation Code: ABCDEFGHI**

If you have questions or need an alternative to enrolling online, please call (877) 297-7780 and provide engagement #: **PC101032.**

**Additional details regarding your 12-Month ProtectMyID Membership:**

A credit card is not required for enrollment.

Once your ProtectMyID membership is activated, you will receive the following features:

- **Free copy of your Experian credit report**
- **Surveillance Alerts for:**
  - **Daily Bureau Credit Monitoring:** Alerts of key changes & suspicious activity found on your Experian credit report.
- **Identity Theft Resolution & ProtectMyID ExtendCARE:** Toll-free access to US-based customer care and a dedicated Identity Theft Resolution agent who will walk you through the process of fraud resolution from start to finish for seamless service. They will investigate each incident; help with contacting credit grantors to dispute charges and close accounts including credit, debit and medical insurance cards; assist with freezing credit files; contact government agencies.
  - It is recognized that identity theft can happen months and even years after a data breach. To offer added protection, you will receive ExtendCARE™, which provides you with the same high-level of Fraud Resolution support even after your ProtectMyID membership has expired.

**$1 Million Identity Theft Insurance*:** Immediately covers certain costs including, lost wages, private investigator fees, and unauthorized electronic fund transfers.

Once your enrollment in ProtectMyID is complete, you should carefully review your credit report for inaccurate or suspicious items. If you have any questions about ProtectMyID, need help understanding something on your credit report or suspect that an item on your credit report may be fraudulent, please contact Experian's customer care team at 877-297-7780.

* 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.

## MORE INFORMATION ON WAYS TO PROTECT YOURSELF

We recommend that you remain vigilant by reviewing your account statements and credit reports for any unauthorized activity. You may obtain a copy of your credit report, free of charge, once every 12 months from each of the three nationwide credit reporting companies. To order your annual free credit report, please visit www.annualcreditreport.com or call toll free at 1-877-322-8228. Contact information for the three nationwide credit reporting companies is as follows:

Equifax, PO Box 740256, Atlanta, GA 30374, www.equifax.com, 1-800-525-6285
Experian, PO Box 9554, Allen, TX 75013, www.experian.com,1-888-397-3742
TransUnion, PO Box 2000, Chester, PA 19022-2000, www.transunion.com, 1-800-916-8800

If you believe you are the victim of identity theft or have reason to believe your personal information has been misused, you should immediately contact the Federal Trade Commission and/or the Attorney General's office in your state. You can obtain information from these sources about steps an individual can take to avoid identity theft as well as information about fraud alerts and security freezes. You should also contact your local law enforcement authorities and file a police report. Obtain a copy of the police report in case you are asked to provide copies to creditors to correct your records. Contact information for the Federal Trade Commission is as follows:

Federal Trade Commission, Consumer Response Center, 600 Pennsylvania Avenue, NW
Washington, DC 20580, 1-877-IDTHEFT (438-4338), www.ftc.gov/idtheft

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