



Return Mail Processing
 P.O. Box 303
 Claysburg, PA 16625-0303

March 3, 2016

##B7655-L01-0123456 0001 00000001 *****9-OELZZ 123

SAMPLE A SAMPLE



APT ABC
 123 ANY ST
 ANYTOWN, US 12345-6789



RE: Notice of Data Security Incident

Dear Sample A Sample:

I am writing to inform you that Billy Casper Golf has been the targeted victim of an email spoofing attack, and that the security of your personal information, contained on an Internal Revenue Service (IRS) Tax Form W-2, may be at risk as a result of this incident. While our investigation is ongoing and we do not have any evidence this information has been misused, we feel it is important to notify you about this incident, encourage you to file your tax return as soon as possible if you have not already done so, and provide you with the information below that you can use to better protect against identity theft and fraud.

What Happened? On Friday, February 26, Billy Casper Golf was the targeted victim of an e-mail spoofing attack. Through this attack, a request was made for all 2015 employee W2 information. Unfortunately, this information was provided before it was discovered that the request was made from a fraudulent account by an individual purporting to be our CEO. We discovered the fraudulent nature of this request on Saturday, February 27, 2016 and have been working tirelessly to investigate.

What Information Was Involved? Your IRS Tax Form W-2 was among the forms that were sent in response to the request. An IRS Tax Form W-2 includes the following categories of information: (1) the employee's name; (2) the employee's address; (3) the employee's Social Security number; and (4) the employee's wage information.

What We Are Doing? We take this incident, and the security of your personal information, very seriously. We have stringent security measures in place to protect the security of information in our possession, and, as a result of this incident, we are working to implement additional safeguards and provide additional mandatory training to our employees on safeguarding the privacy and security of information on our systems.

In addition to notifying individuals impacted by this incident, we have notified the Fairfax County Police Department. We will also be notifying Attorneys General in a number of different states, and the three (3) national credit reporting agencies (i.e., Equifax, Experian, and TransUnion). Additionally, we are offering all affected individuals access to two years of three bureau credit monitoring and identity restoration services with Experian. The enclosed Privacy Safeguards Information contains instructions on how to enroll and receive these free services, as well as more information on how to better protect against identity theft and fraud.

0123456



What You Can Do? You can review the enclosed Privacy Safeguards Information. You can also enroll to receive the 24 months of free credit monitoring and identity restoration services.

For More Information. We want to be sure our employees receive immediate access to information about this incident and access to tools that you can use to better protect against identity theft and fraud. If you have any questions or would like additional information, please call 877-213-5100 Monday through Friday from 9 a.m. to 7 p.m. EST and provide reference number 9416022816 when calling.

Billy Casper Golf takes the privacy of employees' personal information seriously. We sincerely regret any inconvenience or concern this incident has caused you.

Sincerely,

A handwritten signature in black ink, appearing to read "Alex Elmore". The signature is fluid and cursive, with a large initial "A" and "E".

Alex Elmore
President
Billy Casper Golf

PRIVACY SAFEGUARDS INFORMATION

To help detect the possible misuse of your information, we are providing you with two years of free access to credit monitoring and identity restoration services with Experian's® ProtectMyID Elite product. If you are a victim of fraud, simply call Experian at 877.371.7902 by June 30, 2016, and a dedicated Identity Theft Resolution agent will help you restore your identity. Please provide the engagement number in this letter as proof of eligibility.

While Fraud Resolution assistance is immediately available to you, we also encourage you to activate the fraud detection tools available through ProtectMyID Elite. This product provides you with superior identity protection and resolution of identity theft. To start monitoring your personal information, please follow the steps below:

Activate ProtectMyID Now in Three Easy Steps

ENSURE That You Enroll By: June 30, 2016 (Your code will not work after this date.)

VISIT the ProtectMyID Web Site to enroll: <http://www.protectmyid.com/enroll>

PROVIDE Your Activation Code: ABCDEFGHI

If you have questions or need an alternative to enrolling online, please call 877.371.7902 and provide engagement #: PC99612.

ADDITIONAL DETAILS REGARDING YOUR 24-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 3 Bureau Credit Monitoring: Alerts of key changes & suspicious activity found on your Experian, Equifax®, and TransUnion® credit reports.
- **Internet Scan:** Alerts if your personal information is located on sites where compromised data is found, traded or sold.
- **Change of Address:** Alerts of any changes in your mailing address.
- **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 Insurance¹:** Immediately covers certain costs including, lost wages, private investigator fees, and unauthorized electronic fund transfers.
- **Lost Wallet Protection:** If you misplace or have your wallet stolen, an agent will help you cancel your credit, debit, and medical insurance cards.

Once your enrollment in ProtectMyID Elite is complete, you should carefully review your credit report for inaccurate or suspicious items. If you have any questions about ProtectMyID Elite, 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 877.371.7902.

0123456



¹Identity theft insurance is underwritten by insurance company subsidiaries or affiliates of 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.

Billy Casper Golf encourages you to remain vigilant against incidents of identity theft and financial loss by reviewing your account statements, and monitoring your credit reports for suspicious activity. Under U.S. law, everyone is entitled to one free credit report annually from each of the three major credit bureaus. To order a free credit report, visit <http://www.annualcreditreport.com/> or call, toll-free, 1-877-322-8228. Individuals may also contact the three major credit bureaus directly to request a free copy of their credit report:

| | | |
|--|--|--|
| Equifax | Experian | TransUnion |
| P.O. Box 105069 | P.O. Box 2002 | P.O. Box 2000 |
| Atlanta, GA 30348 | Allen, TX 75013 | Chester, PA 19022 |
| 800-525-6285 | 888-397-3742 | 800-680-7289 |
| www.equifax.com | www.experian.com | www.transunion.com |

At no charge, you can also have these credit bureaus place a “fraud alert” on your credit file. A “fraud alert” will tell creditors to take additional steps to verify your identity prior to granting credit in your name; however, because it tells creditors to follow certain procedures to protect you, it may also delay your ability to obtain credit while the credit bureaus verify your identity. As soon as one credit bureau confirms your fraud alert, the others are notified to place fraud alerts on your files. You may use the contact information listed above to contact the major credit bureaus and place a “fraud alert” on your credit report.

You can also place a “security freeze” on your credit file that prohibits a credit reporting agency from releasing any information from your credit report without your written authorization but may delay, interfere with, or prevent the timely approval of any requests for new credit. If you have been a victim of identity theft, and provide the credit reporting agency with a valid police report, the credit reporting agency cannot charge to place, lift or remove a security freeze. In all other cases, a credit agency may charge you a fee to place, temporarily lift, or permanently remove a security freeze. You must contact each of the credit reporting agencies separately to place a security freeze on your credit file:

| | | |
|---|--|--|
| Equifax Security Freeze | Experian Security Freeze | TransUnion LLC |
| P.O. Box 105788 | P.O. Box 9554 | P.O. Box 2000 |
| Atlanta, GA 30348 | Allen, TX 75013 | Chester, PA 19022 |
| 800-685-1111 | 888-397-3742 | 888-909-8872 |
| 800-349-9960 (NY Residents) | | |
| http://www.freeze.equifax.com | www.experian.com | freeze.transunion.com |

You can also contact the IRS at www.irs.gov/Individuals/Identity-Protection for helpful information and guidance on steps you can take to prevent a fraudulent tax return from being filed in your name and what to do if you become the victim of such fraud.

You can further educate yourself regarding identity theft, fraud alerts, security freezes, and the steps you can take to protect yourself, by contacting your state Attorney General or the Federal Trade Commission. The Federal Trade Commission also encourages those who discover that their information has been misused to file a complaint with them. The Federal Trade Commission can be reached at: 600 Pennsylvania Avenue, NW, Washington, DC 20580; www.ftc.gov/idtheft; 1-877-ID-THEFT (1-877-438-4338); and TTY: 1-866-653-4261. For Maryland residents, the Attorney General can be reached at: 200 St. Paul Place, 16th Floor, Baltimore, MD 21202; 1-888-743-0023; and www.oag.state.md.us. For North Carolina residents, the Attorney General can be contacted by mail at 9001 Mail Service Center, Raleigh, NC 27699-9001; toll-free at 1-877-566-7226; by phone at 1-919-716-6400; and online at www.ncdoj.gov.

Instances of known or suspected identity theft should be reported to law enforcement, your Attorney General, and the FTC.