

# HEARTLAND ALLIANCE

P.O. Box 989728  
West Sacramento, CA 95798-9728

To Enroll, Please Call:  
(833) 896-6542  
Or Visit:

<https://app.idx.us/account-creation/protect>  
Enrollment Code: <<Enrollment Code>>

<<First Name>> <<Last Name>>  
<<Address1>>  
<<Address2>>  
<<City>>, <<State>> <<Zip>>

December 15, 2022

**Re: Notice of Data <<Variable 1>>**

Dear <<First Name>> <<Last Name>>,

I am writing about a data security incident experienced by Heartland Alliance (“Heartland”) that may have involved your personal information.

We have no evidence to suggest misuse or even attempted misuse of your information. To be as careful as possible, however, we are notifying you of this incident and offering you free credit monitoring and identity protection services. This letter explains what happened and what you should do if you want to sign up for credit monitoring and identity protection services at no cost to you.

Heartland takes this matter very seriously. Please accept our sincere apologies for any worry or inconvenience that this incident may cause you.

**What Happened.** In late January, 2022, Heartland learned of suspicious activity in our IT system. We immediately secured the system and hired a leading cybersecurity firm to investigate. Through the investigation, on April 27, 2022, we found that an unauthorized individual may have accessed personal information in our system. Since then, we have been working to determine what information may have been accessed and to gather contact information so that we could notify all potentially affected current and former employees and participants. We completed our work to obtain the necessary employee contact information on November 22, 2022.

**What Information Was Involved.** The information that may potentially have been accessed includes your name, Social Security number, driver’s license number, bank account number, and date of birth. No medical or health insurance information was accessed.

**What We Are Doing.** As soon as we discovered this incident, we took the steps described above. We also added new security features to our IT systems to reduce the risk of something like this happening again. In addition, we reported the incident to the Federal Bureau of Investigation and will cooperate with any resulting investigation.

**What You Can Do.** While the investigation did not find any evidence to suggest your information has been misused, we recommend that you take the following steps:

First, enroll in the free credit monitoring and identity protection services Heartland is offering through a company called IDX. These services include: <<12/24 Months>> of credit and dark web monitoring, assistance with identity theft recovery if you are the victim of identity theft, and an insurance policy to cover any identity recovery costs.

You may sign up for these services, without any cost to you, by calling (833) 896-6542 or going to <https://app.idx.us/account-creation/protect> and using the enrollment code provided above. Representatives are available from 8:00am to 8:00pm Central Time from Monday to Friday. Spanish-speaking agents will be available. **Please note the deadline to enroll is March 15, 2023.**

Second, we recommend that you review the guidance included with this letter about additional steps you can take to protect your personal information.

**For More Information.** If you have questions or need assistance, please contact IDX at (833) 896-6542, Monday through Friday from 8:00am to 8:00pm Central Time, excluding major U.S. holidays. Representatives are fully informed about this incident and can answer any questions you may have.

We are committed to protecting your personal information and deeply regret that this incident occurred.

Sincerely,

A handwritten signature in black ink that reads "Kelli Sp" followed by a horizontal line.

Kelli Spencer  
Privacy Officer  
Heartland Alliance

208 S. LaSalle Street  
Suite 1300  
Chicago, IL 60604

## Steps You Can Take to Protect Your Personal 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).

**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 <http://www.annualcreditreport.com/>, calling toll-free 1-877-322-8228, or by completing an Annual Credit Report Request Form and mailing it to Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348. You also can contact one of the following three national credit reporting agencies:

**Equifax**

P.O. Box 105788  
Atlanta, GA 30348  
1-888-378-4329  
[www.equifax.com](http://www.equifax.com)

**Experian**

P.O. Box 9532  
Allen, TX 75013  
1-800-831-5614  
[www.experian.com](http://www.experian.com)

**TransUnion**

P.O. Box 1000  
Chester, PA 19016  
1-800-916-8800  
[www.transunion.com](http://www.transunion.com)

**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 one year. 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 <http://www.annualcreditreport.com>.

**Security Freeze:** You have the right to put a security freeze on your credit file for up to one year at no cost. 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. 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:** You can obtain information from the consumer reporting agencies, the FTC, or from your respective state Attorney General about fraud alerts, security freezes, and steps you can take toward preventing identity theft. You may report suspected identity theft to local law enforcement, including to the FTC or to the Attorney General in your state.

**Federal Trade Commission**

600 Pennsylvania Ave, NW  
Washington, DC 20580  
[consumer.ftc.gov](http://consumer.ftc.gov)  
1-877-438-4338

**Maryland Attorney General**

St. Paul Plaza  
200 St. Paul Place  
Baltimore, MD 21202  
[marylandattorneygeneral.gov](http://marylandattorneygeneral.gov)  
1-888-743-0023

**New York Attorney General**

Bureau of Internet and Technology  
Resources  
28 Liberty Street  
New York, NY 10005  
[ag.ny.gov](http://ag.ny.gov)  
1-212-416-8433 / 1-800-771-7755

**North Carolina Attorney General**

9001 Mail Service Center  
Raleigh, NC 27699  
[ncdoj.gov](http://ncdoj.gov)  
1-877-566-7226

**Rhode Island Attorney General**

150 South Main Street  
Providence, RI 02903  
<http://www.riag.ri.gov>  
[riag.ri.gov](http://riag.ri.gov)  
1-401-274-4400

**Washington D.C. Attorney General**

400 S 6th Street, NW  
Washington, DC 20001  
[oag.dc.gov](http://oag.dc.gov)  
1-202-727-3400

**Illinois Attorney General**  
100 West Randolph Street  
Chicago, IL 60601  
[illinoisattorneygeneral.gov](http://illinoisattorneygeneral.gov)  
1-312-814-3000

**You also have certain rights under the Fair Credit Reporting Act (FCRA):** These rights include to know what is in your file; to dispute incomplete or inaccurate information; to have consumer reporting agencies correct or delete inaccurate, incomplete, or unverifiable information; as well as other rights. For more information about the FCRA, and your rights pursuant to the FCRA, please visit [https://files.consumerfinance.gov/f/201504\\_cfpb\\_summary\\_your-rights-under-fcra.pdf](https://files.consumerfinance.gov/f/201504_cfpb_summary_your-rights-under-fcra.pdf).