

April 28, 2023

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[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
UNITED STATES

**Notice of Data Breach**

Dear [REDACTED],

You are receiving this letter because you are a current or former Yellow Pages (“YP”) employee. We are writing to inform you about an incident affecting your personal information.

**What Happened?**

On March 22, 2023 we learned that an unauthorized third party gained access on March 21, 2023 to certain YP servers containing personal information relating to YP employees. Based on our investigation to date, we believe the unauthorized party took certain personal information of YP employees from the impacted servers.

**What Information Was Involved?**

The affected personal information varied by individual and may have included name, email address, postal address, Social Insurance Number (where applicable), bank account information, emergency contact information, salary information, and date of birth. For a limited number of YP employees, the affected information also may have included employment visa information (if applicable).

**What We Are Doing**

Promptly upon becoming aware of the incident, YP commenced an investigation with the assistance of leading cybersecurity experts, and we have taken steps to further secure our systems. We also reported the incident to privacy regulatory authorities and law enforcement.

**What You Can Do**

We have arranged with TransUnion to provide you with a two-year subscription to the TransUnion myTrueIdentity credit monitoring service at no cost to you. Please refer to the attachments with this notice for additional information about the TransUnion myTrueIdentity service, including information about how to activate your subscription.

We have attached an Additional Guidance document with steps you can take to protect your personal information. Please remain vigilant of potential phishing attempts, including being cautious of any unsolicited communications that ask you to provide your personal information electronically. We recommend you avoid clicking on links or downloading attachments from suspicious emails.

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**For More Information**

YP takes the protection of personal information seriously and we regret that this incident occurred. If you have any questions, you can contact 1-833-806-1882.

Sincerely,

A handwritten signature in black ink, appearing to read "F. Sciannambo". The signature is fluid and cursive, with a large initial "F" and a stylized "S".

Franco Sciannambo  
Senior Vice President Chief Financial Officer  
Vice-président principal et directeur financier



Activation Code: [REDACTED]

We have retained the assistance of Cyberscout, a TransUnion company specializing in fraud assistance and remediation services.

Through Cyberscout, we have arranged 24 month subscription to an online monitoring service, at no cost to you. This credit monitoring service will notify you by email of critical changes to your Credit Report. Should you receive an email alert, you can review and validate the reported change by logging into the portal. This allows you to identify any potentially fraudulent activity on your Credit Report.

We encourage you to take advantage of this service and help protect your identity. To activate your service, please visit:

<https://secure.identityforce.com/benefit/ypgroup>

You will be prompted to enter the following activation code:

[REDACTED]

Please ensure that you redeem your activation code before 8/19/2023 to take advantage of the service.

Upon completion of the enrollment process, you will have access to the following features:

- ✓ Access to a credit report with credit score. A credit report is a snapshot of a consumer's financial history and primary tool leveraged for determining credit-related identity theft or fraud.
- ✓ Credit monitoring alerts with email notifications to key changes on a consumer's credit file. In today's virtual world, credit alerts are a powerful tool to protect against identity theft, enable quick action against potentially fraudulent activity, and provide overall confidence to potentially impacted consumers.
- ✓ Dark Web Monitoring to provide monitoring of surface, social, deep, and dark websites for potentially exposed personal, identity and financial information in order to help protect consumers against identity theft.
- ✓ Identity theft insurance of up to \$1,000,000 in coverage to protect against potential damages related to identity theft and fraud
- ✓ Assistance with reading and interpreting credit reports for any possible fraud indicators.
- ✓ Assistance with answering any questions individuals may have about fraud.

Should you have any questions regarding the Cyberscout solution, have difficulty enrolling, or require additional support, please contact Cyberscout at 1-877-694-3367.

## Additional Guidance

### **Review Your Account Statements and Notify Law Enforcement of Suspicious Activity**

As a precautionary measure, we recommend that you remain vigilant for instances of fraud or identity theft 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 institution or any suspected incidence of identity theft to law enforcement authorities.

For U.S. residents, if you detect any incident of identity theft or fraud, promptly report the incident to law enforcement, the FTC and your state Attorney General. If you believe your identity has been stolen, the FTC recommends that you take these steps:

- Close the accounts that you have confirmed or believe have been tampered with or opened fraudulently. For streamlined checklists and sample letters to help guide you through the recovery process, please visit <https://www.identitytheft.gov/>.
- File a local police report. Obtain a copy of the police report and submit it to your creditors and any others that may require proof of the identity theft crime.

U.S. residents can contact the FTC to learn more about how to protect themselves from becoming a victim of identity theft and how to repair identity theft:

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

### **Obtain a Copy of Your Credit Report**

**For Canadian Residents:** Order a copy of your credit report from both Equifax Canada and TransUnion Canada. Each credit bureau may have different information about how you have used credit in the past. Ordering your own credit report has no effect on your credit score. Equifax Canada refers to your credit report as “credit file disclosure”. TransUnion Canada refers to your credit report as “consumer disclosure”. You can make the request by contacting the two credit bureaus as indicated below. You will need to follow the instructions provided and also confirm your identity by providing identification or answering a series of questions. Note that if you sign up for the TransUnion *myTrueIdentity*, you can obtain a copy of your TransUnion credit report as part of the service provided.

	Equifax	TransUnion
By mail or fax	National Consumer Relations P.O. Box 190, Station Jean Talon Montreal, Quebec H1S 2Z2 or by fax to: 514-355-8502	Consumer Relations Centre 3115 Harvester Road, Suite 201 Burlington, Ontario L7N 3N8
By telephone	1-800-465-7166	Tel: 1-800-663-9980 (except Quebec) Tel: 1-877-713-3393 (Quebec residents)
Online	<a href="https://www.consumer.equifax.ca/personal/">https://www.consumer.equifax.ca/personal/</a>	<a href="https://www.transunion.ca/product/credit-report">https://www.transunion.ca/product/credit-report</a>

**For U.S. Residents:** You are entitled under U.S. law to one free credit report annually from each of the three nationwide consumer reporting agencies. To order your free credit report, visit [www.annualcreditreport.com](http://www.annualcreditreport.com), call toll-free at 1-877-322-8228, or complete the Annual Credit Report Request Form on the U.S. Federal Trade Commission’s (“FTC’s”) website at [www.consumer.ftc.gov](http://www.consumer.ftc.gov) and mail it to Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348-5281. The three nationwide consumer reporting agencies provide free annual credit reports only through the website, toll-free number or request form.

When you receive your credit report, review it carefully. Look for accounts you did not open. Look in the “inquiries” section for names of creditors from whom you have not requested credit. Some companies bill under names other than their store or commercial names. The consumer reporting agency will be able to tell you when that is the case. Look in the “personal information” section for any inaccuracies in your information (such as home address and Social Security number). If you see anything you do not understand, call the consumer reporting agency at the telephone number on the report. Errors in this information may be a warning sign of possible identity theft. You should notify the consumer reporting agencies of any inaccuracies in your report, whether due to error or fraud, as soon as possible so the information can be investigated and, if found to be in error, corrected. If there are accounts or charges you did not authorize, immediately notify the appropriate consumer reporting agency by telephone and in writing. Consumer reporting agency staff will review your report with you. If the information cannot be explained, then you will need to call the creditors involved. Information that cannot be explained also should be reported to your local police or sheriff’s office because it may signal criminal activity.

	Equifax	Experian	TransUnion
By mail	Equifax Information Services LLC P.O. Box 740241 Atlanta, GA 30374	Experian Inc. P.O. Box 9554 Allen, TX 75013	TransUnion LLC P.O. Box 2000 Chester, PA 19016
By telephone	1-800-525-6285	1-888-397-3742	1-800-680-7289
Online	<a href="http://www.equifax.com">www.equifax.com</a>	<a href="http://www.experian.com">www.experian.com</a>	<a href="http://www.transunion.com">www.transunion.com</a>

### Place a Fraud Alert on Your Credit Report

You can also place a fraud alert on your credit report. 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:

- **Canadian Residents:** Contact Equifax Canada and TransUnion Canada using the information above.
- **U.S. Residents:** Call any one of the toll-free numbers for Equifax, Experian or TransUnion provided above. You will reach an automated telephone system that allows you to flag your file with a fraud alert at all three consumer reporting agencies. For more information on fraud alerts, you also may contact the FTC as described above.

U.S. residents also may wish to place a “security freeze” (also known as a “credit freeze”) on your credit file. A security freeze is designed to prevent potential creditors from accessing your credit file at the consumer reporting agencies without your consent. *Unlike a fraud alert, you must place a security freeze on your credit file at each consumer reporting agency individually.* There is no charge to place or lift a security freeze. For more information on security freezes, you may contact the three nationwide consumer reporting agencies or the FTC as described above. As the instructions for establishing a security freeze differ from state to state, please contact the three nationwide consumer reporting agencies to find out more information.

The consumer reporting agencies may require proper identification prior to honoring your request. For example, you may be asked to provide:

- Your full name with middle initial and generation (such as Jr., Sr., II, III)
- Your Social Security number
- Your date of birth
- Addresses where you have lived over the past five years
- A legible copy of a government-issued identification card (such as a state driver's license or military ID card)
- Proof of your current residential address (such as a current utility bill or account statement)

**For Iowa Residents.** You may contact law enforcement or the Iowa Attorney General's Office to report suspected incidents of identity theft. This office can be reached at:

Office of the Attorney General of Iowa  
Hoover State Office Building  
1305 E. Walnut Street  
Des Moines, IA 50319  
(515) 281-5164  
[www.iowaattorneygeneral.gov](http://www.iowaattorneygeneral.gov)

**For Massachusetts Residents.** You have the right to obtain a police report and request a security freeze as described above. The consumer reporting agencies may require that you provide certain personal information (such as your name, Social Security number, date of birth, and address) and proper identification (such as a copy of a government-issued ID card and a bill or statement) prior to honoring your request to place a security freeze on your account.

**For New York Residents.** You can obtain information from the New York State Office of the Attorney General about how to protect yourself from identity theft and tips on how to protect your privacy online. You can contact the New York State Office of the Attorney General at:

Office of the Attorney General  
The Capitol  
Albany, NY 12224-0341  
1-800-771-7755 (toll-free)  
1-800-788-9898 (TDD/TTY toll-free line)  
<https://ag.ny.gov/>

Bureau of Internet and Technology (BIT)  
28 Liberty Street  
New York, NY 10005  
Phone: (212) 416-8433  
<https://ag.ny.gov/internet/resource-center>