

DATE

NAME

STREET ADDRESS

CITY, STATE and ZIP CODE

NOTICE OF DATA BREACH

Dear [NAME],

The privacy and protection of our supporters' personal information is a matter that we take very seriously. We are writing to inform you of a data incident at Rainforest Alliance, Inc. that may involve some of your personal information.

What Happened

On or about October 3, 2018, we became aware that four of our employees' email accounts were compromised as the result of a phishing attack. After conducting an investigation, we determined on or about November 1, 2018 that these email accounts contained the credit card information of some of our supporting organizations, including yours. As a result, the credit card information contained within these four email accounts may have been exposed to the unknown actor. Your name was listed on the credit card associated with your organization. We are unable to determine whether your organization's credit card on file with us was a corporate card or whether it was your personal card. We are notifying you in an abundance of caution so that you can take any remedial steps to safeguard your credit card information.

What Information Was Involved

Based on our investigation of this matter, we have determined that the personal information that was potentially exposed included first and last names and credit card information.

What We Are Doing

Upon discovering this incident, we immediately conducted an investigation to determine what personal information may have been involved and who may have been impacted. We are also in the process of reviewing internal policies and data management protocols and have implemented enhanced security measures to help prevent this type of incident from recurring in the future.

Additionally, Rainforest Alliance will offer a complimentary one-year membership to credit monitoring and identity theft protection services to affected individuals who desire such services as the result of this incident. If you are interested in obtaining these services, please do not hesitate to contact me at the number below for more information.

What You Can Do

You can register for the complimentary credit monitoring and identity theft protection services that Rainforest Alliance will provide at no cost to you. We also recommend that you review the enclosed "Information About Identity Theft Protection" reference guide, which describes additional steps that you may take to help protect yourself, including recommendations by the Federal Trade Commission regarding your identity theft protection.

For More Information

We sincerely apologize for this incident and regret any inconvenience it may cause you. Should you have questions or concerns regarding this matter, please do not hesitate to contact me at 212-677-1900.

Sincerely,

Molly Stark
Associate General Counsel
Rainforest Alliance

Information About Identity Theft Prevention

We recommend that you regularly review statements from your accounts and periodically obtain your credit report from one or more of the national credit reporting companies. You may obtain a free copy of your credit report online at www.annualcreditreport.com, by calling toll-free 1-877-322-8228, or by mailing an Annual Credit Report Request Form (available at www.annualcreditreport.com) to: Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA, 30348-5281. You may also purchase a copy of your credit report by contacting one or more of the three national credit reporting agencies listed below.

Equifax: P.O. Box 740241, Atlanta, Georgia 30374-0241, 1-800-685-1111, www.equifax.com

Experian: P.O. Box 9532, Allen, TX 75013, 1-888-397-3742, www.experian.com

TransUnion: P.O. Box 1000, Chester, PA 19022, 1-800-888-4213, www.transunion.com

When you receive your credit 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 credit reporting agency at the telephone number on the report.

We recommend you remain vigilant with respect to reviewing your account statements and credit reports, and promptly report any suspicious activity or suspected identity theft to the proper law enforcement authorities, including local law enforcement, your state's attorney general and/or the Federal Trade Commission ("FTC"). You may contact the FTC or your state's regulatory authority to obtain additional information about avoiding identity theft.

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

For residents of California: You may also obtain information about preventing and avoiding identity theft from the California Office of Privacy Protection.

California Office of Privacy Protection, www.privacy.ca.gov.

For residents of North Carolina: 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 residents of Oregon: You may also obtain information about preventing and avoiding identity theft from the Oregon Department of Justice:

Oregon Department of Justice, 1162 Court Street NE, Salem, OR 97301-4096, www.doj.state.or.us/, Telephone: 877-877-9392

You may want to order copies of your credit reports and check for any bills that you do not recognize. If you find anything suspicious, call the credit reporting agency at the phone number on the report. Keep a copy of this notice for your records in case of future problems with your records.

Fraud Alerts: There are two types of fraud alerts that you can place on your credit report to put your creditors on notice that you may be a victim of fraud: an initial alert and an extended alert. You may ask that an initial fraud alert be placed on your credit report if you suspect you have been, or are about to be, a victim of identity theft. An initial fraud alert stays on your credit report for 1 year. You may have an extended alert placed on your credit report if you have already been a victim of identity theft with the appropriate documentary proof. An extended fraud alert stays on your credit report for 7 years. You can place a fraud alert on your credit report by calling the toll-free fraud number of any of the three national credit reporting agencies listed below.

If you are in the military, you will still have access to active duty alerts, which let you place a fraud alert for one year, renewable for the time you're deployed. The active duty alert also gives you an added benefit: the credit reporting agencies will take your name off their marketing lists for prescreened credit card offers for two years (unless you ask them to add you back on). You can place a fraud alert or active duty alert by visiting any one of the three nationwide credit reporting agencies – Equifax, Experian or TransUnion. The one that you contact must notify the other two. You also can find links to their websites at IdentityTheft.gov/CreditBureauContacts.

Security Freezes: Security freezes, also known as credit freezes, restrict access to your credit file, making it harder for identity thieves to open new accounts in your name. A security freeze is designed to prevent potential credit grantors from accessing your credit report without your consent. If you place a credit freeze, potential creditors and other third parties will not be able to get access to your credit report unless you temporarily lift the freeze. Therefore, using a credit freeze may delay your ability to obtain credit. Federal law gives you have the right to freeze and unfreeze your credit file for free. In order to obtain a security freeze, contact all three of the nationwide credit reporting agencies – Equifax, Experian, and TransUnion. If you request a freeze online or by phone, the agency must place the freeze within one business day. If you request a lift of the freeze, the agency must lift it within one hour. If you make your request by mail, the agency must place or lift the freeze within three business days after it gets your request. You also can lift the freeze temporarily without a fee. Be advised that a freeze is different than a lock. Locks, though similar, may have monthly fees. If you want a free freeze guaranteed by federal law, then opt for a freeze, not a lock. If you believe a credit reporting agency is not placing a credit freeze or fraud alert properly, you can submit a complaint online or by calling 855-411-2372. If you believe someone stole your identity, visit the FTC's website, IdentityTheft.gov, to get a personalized recovery plan that walks you through the steps to take.

Contact the national credit bureaus to request fraud alerts, credit freezes (also known as security freezes), and opt outs from pre-screened credit offers.

Equifax

Equifax.com/personal/credit-report-services
800-685-1111

Experian

Experian.com/help
888-EXPERIAN (888-397-3742)

Transunion

TransUnion.com/credit-help
888-909-8872