



14901 NE 20 Avenue
Miami, FL 33181

November 1, 2019

RE: Notice of Data Breach

Dear

South Florida PBS (“SFPBS”) writes to make you aware of an incident that may affect the privacy of some of your personal information. This letter provides you with information about the event, our response, and steps you may take to better protect your personal information, should you feel it appropriate to do so.

What Happened? In mid-June 2019, SFPBS became aware of some fraudulent activity related to a donor payment. SFPBS immediately commenced an investigation into the activity and, with the assistance of third-party forensic investigators, on or around July 19, 2019, it was determined that certain SFPBS email accounts were subject to unauthorized access at various times between May 14, 2019 and June 17, 2019. Through the investigation, SFPBS determined that it would be unable to forensically rule out unauthorized access to data in the affected accounts. Out of an abundance of caution, SFPBS undertook an extensive review of all data in the email accounts at the time of the incident to determine what, if any, information was present and to whom that information related. On September 17, 2019, SFPBS received the results of this review and began taking steps to identify the relevant individuals and confirm contact information. While we have no evidence of any actual or attempted misuse of your information, through the investigation, we determined that your information was present in the relevant email accounts at the time of the unauthorized access to the accounts.

What Information Was Involved? The information present in the email accounts at the time of the incident may have included your: _____ and name.

What We Are Doing. We take this incident, and the security of personal information in our systems, seriously. Upon learning of unusual activity in our email system, we immediately took steps to secure the accounts and commenced an in-depth investigation, with the assistance of a third-party forensic investigation firm, to determine the nature and scope of this incident. As part of our ongoing commitment to the privacy of personal information in our care, we are reviewing our existing policies and procedures and implementing additional safeguards to further secure the information in our systems. We are also notifying regulatory authorities of this event, as appropriate.

As an added precaution, we are offering complimentary access to 12 months of identity monitoring, fraud consultation, and identity theft restoration services through Kroll. Individuals who wish to receive these services must enroll by following the enrollment instructions included in the attached *Steps You Can Take to Protect Your Information*.

What You Can Do. We encourage you to remain vigilant against incidents of identity theft and fraud and to review your account statements and credit reports for suspicious activity and to detect errors. You can find out more about how to protect your information in the enclosed *Steps You Can Take to Protect Your Information*. There you will also find more information on the credit monitoring services we are offering and how to enroll.

For More Information. We understand that you may have additional questions about this incident. If you have additional questions, please call our dedicated assistance line at 1-855-946-0128, Monday through Friday from 9:00 a.m. to 6:30 p.m. Eastern. You may also write to us at 14901 NE 20th Avenue, Miami, FL 33181.

Again, we take the privacy and security of the personal information in our care seriously and sincerely regret any inconvenience or concern this incident may cause you.

Sincerely,

A handwritten signature in blue ink, appearing to be 'Jeff Huff', with a stylized, overlapping structure.

Jeff Huff
Chief Operating Officer
South Florida PBS

STEPS YOU CAN TAKE TO PROTECT YOUR INFORMATION

Enroll in Credit Monitoring

While we are unaware of any actual or attempted misuse of your information, in an abundance of caution, we have secured the services of Kroll to provide Credit Monitoring Services at no cost to you for 1 year.

Complimentary Credit Monitoring and Identity Protection Services

To activate Kroll's identity monitoring, fraud consultation, and identity theft restoration services, please follow the steps below:

- 1) You must activate your identity monitoring services by January 31, 2020 Your activation code will not work after this date.
- 2) Visit redeem.kroll.com to activate your identity monitoring services.
- 3) Provide your Activation Code: _____ and your Verification ID: _____
- 4) To sign in to your account after you have activated your identity monitoring services, please visit krollbreach.idmonitoringservice.com

If you have questions, please call 1-855-946-0128, Monday through Friday from 9:00 a.m. to 6:30 p.m. Eastern Time.

Monitor Your Accounts

Under U.S. law, you are entitled to one free credit report annually from each of the three major credit reporting bureaus. To order your free credit report, visit www.annualcreditreport.com or call, toll-free, 1-877-322-8228. You may also contact the three major credit bureaus directly to request a free copy of your credit report.

You have the right to place a "security freeze" on your credit report, which will prohibit a consumer reporting agency from releasing information in your credit report without your express authorization. The security freeze is designed to prevent credit, loans, and services from being approved in your name without your consent. However, you should be aware that using a security freeze to take control over who gets access to the personal and financial information in your credit report may delay, interfere with, or prohibit the timely approval of any subsequent request or application you make regarding a new loan, credit, mortgage, or any other account involving the extension of credit. Pursuant to federal law, you cannot be charged to place or lift a security freeze on your credit report. Should you wish to place a security freeze, please contact the major consumer reporting agencies listed below:

Experian

PO Box 9554
Allen, TX 75013
1-888-397-3742
www.experian.com/freeze/center.html

TransUnion

P.O. Box 2000
Chester, PA 19016
1-888-909-8872
www.transunion.com/credit-freeze

Equifax

PO Box 105788
Atlanta, GA 30348-5788
1-800-685-1111
www.equifax.com/personal/credit-report-services

In order to request a security freeze, you will need to provide the following information:

1. Your full name (including middle initial as well as Jr., Sr., II, III, etc.);
2. Social Security number;
3. Date of birth;
4. If you have moved in the past five (5) years, provide the addresses where you have lived over the prior five years;
5. Proof of current address, such as a current utility bill or telephone bill;
6. A legible photocopy of a government-issued identification card (state driver's license or ID card, military identification, etc.);

7. If you are a victim of identity theft, include a copy of either the police report, investigative report, or complaint to a law enforcement agency concerning identity theft.

As an alternative to a security freeze, you have the right to place an initial or extended “fraud alert” on your file at no cost. An initial fraud alert is a 1-year alert that is placed on a consumer’s credit file. Upon seeing a fraud alert display on a consumer’s credit file, a business is required to take steps to verify the consumer’s identity before extending new credit. If you are a victim of identity theft, you are entitled to an extended fraud alert, which is a fraud alert lasting seven years. Should you wish to place a fraud alert, please contact any one of the agencies listed below:

Experian

P.O. Box 2002
Allen, TX 75013
1-888-397-3742

www.experian.com/fraud/center.html

TransUnion

P.O. Box 2000
Chester, PA 19016
1-800-680-7289

www.transunion.com/fraud-victim-resource/place-fraud-alert

Equifax

P.O. Box 105069
Atlanta, GA 30348
1-888-766-0008

www.equifax.com/personal/credit-report-services

Additional Information

You can further educate yourself regarding identity theft, fraud alerts, security freezes, and the steps you can take to protect yourself, by contacting the consumer reporting agencies, the Federal Trade Commission, or your state Attorney General. The Federal Trade Commission may be reached at: 600 Pennsylvania Avenue NW, Washington, DC 20580; www.identitytheft.gov; 1-877-ID-THEFT (1-877-438-4338); or TTY: 1-866-653-4261. The Federal Trade Commission also encourages those who discover that their information has been misused to file a complaint with them. You can obtain further information on how to file such a complaint by way of the contact information listed above. You have the right to file a police report if you ever experience identity theft or fraud. Please note that in order to file a report with law enforcement for identity theft, you will likely need to provide some proof that you have been a victim. Instances of known or suspected identity theft should also be reported to law enforcement and your state Attorney General. This notice has not been delayed by law enforcement.

For North Carolina residents, the Attorney General can be contacted at: 9001 Mail Service Center, Raleigh, NC 27699-9001; 1-877-566-7226 or 1-919-716-6400; or www.ncdoj.gov.

For Maryland residents, the Attorney General can be contacted at: 200 St. Paul Place, 16th Floor, Baltimore, MD 21202; 1-888-743-0023; or www.oag.state.md.us.

For New Mexico residents, you have rights pursuant to the Fair Credit Reporting Act, such as the right to be told if information in your credit file has been used against you, the right to know what is in your credit file, the right to ask for your credit score, and the right to dispute incomplete or inaccurate information. Further, pursuant to the Fair Credit Reporting Act, the consumer reporting agencies must correct or delete inaccurate, incomplete, or unverifiable information; consumer reporting agencies may not report outdated negative information; access to your file is limited; you must give your consent for credit reports to be provided to employers; you may limit “prescreened” offers of credit and insurance you get based on information in your credit report; and you may seek damages from violator. You may have additional rights under the Fair Credit Reporting Act not summarized here. Identity theft victims and active duty military personnel have specific additional rights pursuant to the Fair Credit Reporting Act. We encourage you to review your rights pursuant to the Fair Credit Reporting Act by visiting www.consumerfinance.gov/f/201504_cfpb_summary_your-rights-under-fcra.pdf, or by writing Consumer Response Center, Room 130-A, Federal Trade Commission, 600 Pennsylvania Ave. N.W., Washington, D.C. 20580.

For New York residents, the Attorney General may be contacted at: Office of the Attorney General, The Capitol, Albany, NY 12224-0341; 1-800-771-7755; <https://ag.ny.gov/>.