C/O IDX
10300 SW Greenburg Rd., Suite 570
Portland, OR 97223

To Enroll, Please Call:
1-833-933-1103
Or Visit:
https://app.idx.us/account-creation/protect
Enrollment Code: [XXXXXXXX]

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

March 26, 2021

**Re: Notice of Data Breach**

Dear <<First Name>> <<Last Name>>:

On behalf of Wieden+Kennedy, Perkins & Co ("Perkins") is writing to notify you of a recent cybersecurity incident that may impact the security of your personal information. We are providing you with details about the incident, our response, and steps you can take to better protect your personal information, should you feel it appropriate to do so.

***Who is Perkins & Co / Why Do You Have My Information?*** Perkins provides audit services to the employee benefit plan of Wieden+Kennedy and we understand you to be a current or former employee or plan participant. As part of those services, Perkins handles information relating to employee and benefits plan participants' personal information. This cybersecurity incident occurred with Netgain, Perkins' third-party data hosting vendor. **This incident has not impacted the computer systems of Wieden+Kennedy.**

***What Happened?*** On December 3, 2020, Netgain alerted Perkins that they had shut down their systems and began working with outside cybersecurity specialists because of a ransomware attack on their systems that impacted our normal business operations.

On January 15, 2021, Netgain confirmed the following: Between November 8, 2020 and December 3, 2020, an attacker accessed servers storing Perkins' client files, some of which they copied and stole. They also encrypted files and demanded to be paid a ransom by Netgain in exchange for returning copies of stolen files and providing a key to access encrypted files. Netgain paid a ransom and the attacker returned the files they had stolen, along with a decryption key. According to Netgain, law enforcement and the cybersecurity specialists they engaged indicated that this attacker is not known to post the data, nor keep any copies of it once a ransom is paid. However, we know that there are no guarantees, and we still consider any data viewed or stolen by the attacker to be at risk.

Perkins notified Wieden + Kennedy of this incident on February 10, 2021.

***What Information Was Involved?*** Data relating to the employee benefit plan audit was stored on a server that Netgain reported was accessed by the attacker, though there is no indication Perkins was intentionally targeted in this attack. Due to your status as a current/former employee or plan participant of Wieden+Kennedy, a Perkins employee benefit plan audit client, the following types of your personal information may have been viewed and/or stolen by the attacker: first and last name, Social Security number, employee identification number, date of birth, and benefit/retirement plan account information.

***What Perkins is Doing.*** Perkins takes the security and privacy of the personal information entrusted to us very seriously. In addition to our actions addressed above, we have partnered with an outside "data mining" vendor to determine precisely what and whose personal information may have been impacted by this incident. At the conclusion of this audit, we will notify you if your personal data was impacted. We confirmed that Netgain has taken steps to further safeguard against future threats, including implementing additional advanced threat protection tools, resetting passwords, reviewing and restricting access rights, and hardening network security rules and protocols. Further, Perkins is retaining an expert consultant to help provide our firm with an even higher level of data security. Perkins reported this incident to applicable state data privacy regulatory authorities.

As an added precaution, **we are offering you access to complimentary credit monitoring and identity restoration services** through IDX for 24 months. Individuals who wish to receive these services must enroll by following the attached enrollment instructions.

***What You Can Do.*** We encourage you to remain vigilant by monitoring your accounts and reviewing the enclosed *Steps You Can Take to Help Protect Your Personal Information* for additional guidance on how to protect your personal information. There you will also find more information on the credit monitoring and identity restoration services Perkins is offering and the steps you can take to enroll to receive them.

***For More Information*.** We understand that you may have questions about this incident that are not addressed in this letter. If you have additional questions, please call our dedicated assistance line at 1-833-933-1103, available Monday through Friday, 6am to 6pm Pacific Time.

We sincerely regret any inconvenience this incident may cause you and we remain committed to safeguarding your information.

Sincerely,

Jared Holum, President Perkins & Co

*Steps You Can Take to Help Protect Your Personal Information*

**Enroll in Complimentary Credit Monitoring**

1. Website and Enrollment. We are offering identity theft protection services through IDX, the data breach and recovery services expert. IDX identity protection services include: 24 months of tri-bureau credit and CyberScan monitoring, a $1,000,000 insurance reimbursement policy, and fully managed id theft recovery services. With this protection, IDX will help you resolve issues if your identity is compromised. We encourage you to contact IDX with any questions and to enroll in free identity protection services by calling 1-833-933-1103 or going to https://app.idx.us/account-creation/protect and using the Enrollment Code provided above. Please note, the deadline to enroll is June 26, 2021.

2. Activate the credit monitoring provided as part of your IDX identity protection membership. The monitoring included in the membership must be activated to be effective. Note: You must have established credit and access to a computer and the internet to use this service. If you need assistance, IDX will be able to assist you.

**Monitor Your Accounts**

We encourage you to remain vigilant against incidents of payment card fraud or misuse, to review your account statements, and to monitor your credit reports for suspicious activity. If you see any unauthorized or suspicious activity, promptly contact your bank, credit union, or credit card company.

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.

**Place a Security Freeze**

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** | **TransUnion** | **Equifax** |
|---|---|---|
| P.O. Box 9554 | P.O. Box 160 | P.O. Box 105788 |
| Allen, TX 75013 | Woodlyn, PA 19094 | Atlanta, GA 30348-5788 |
| 1-888-397-3742 | 1-888-909-8872 | 1-800-685-1111 |
| www.experian.com/freeze/center.html | www.transunion.com/credit-freeze | www.equifax.com/personal/credit-report-services |

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

**Place a Fraud Alert**

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 one-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** | **TransUnion** | **Equifax** |
|---|---|---|
| P.O. Box 9554<br>Allen, TX 75013<br>1-888-397-3742<br>www.experian.com/fraud/center.html | P.O. Box 2000<br>Chester, PA 19016<br>1-800-680-7289<br>www.transunion.com/fraud-victim-resource/place-fraud-alert | P.O. Box 105069<br>Atlanta, GA 30348<br>1-888-766-0008<br>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 can 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 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.

**Maryland Residents:** Office of the Attorney General of Maryland**,** Consumer Protection Division 200 St. Paul Place Baltimore, MD 21202**,** www.oag.state.md.us/Consumer, Telephone: 1-888-743-0023. **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 a 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. You can 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. **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/. **North Carolina Residents:** Office of the Attorney General of North Carolina**,** Consumer Protection Division, 9001 Mail Service Center Raleigh, NC 27699-9001, www.ncdoj.gov, Telephone: 1-919-716-6400, 877-566-7226 (toll free within NC). **Oregon Residents:** Oregon Department of Justice, 1162 Court Street NE, Salem, OR 97301-4096, www.doj.state.or.us/, Telephone: 877-877-9392. **Rhode Island Residents:** Office of the Attorney General, 150 South Main Street, Providence, Rhode Island 02903, www.riag.ri.gov, Telephone: 401-274-4400. Under Rhode Island law, you have the right to obtain any police report filed in regard to this incident. There are <<Number of RI Residents>> Rhode Island residents impacted by this incident. **Washington D.C. Residents:** the Office of Attorney General for the District of Columbia can be reached at: 400 6th St. NW, Washington, D.C. 20001; 1-202-442-9828; https://oag.dc.gov. **All US Residents:** Identity Theft Clearinghouse, Federal Trade Commission, 600 Pennsylvania Avenue, NW Washington, DC 20580, www.consumer.gov/idtheft, 1-877-IDTHEFT (438-4338), TTY: 1-866-653-4261.