Appendix

Down to Earth recently concluded an investigation of an incident that involved an email phishing campaign that targeted employee email accounts. Upon first suspecting unauthorized access, Down to Earth immediately secured the accounts and launched an investigation with assistance from a cybersecurity forensics firm.

In connection with that investigation, Down to Earth learned that an unauthorized party gained access to the employees' email accounts between July 22, 2020 and October 9, 2020. The investigation was unable to determine whether the unauthorized party actually viewed any emails or attachments in the accounts. In an abundance of caution, Down to Earth reviewed the emails and attachments contained in the email accounts to identify individuals whose information may have been accessible to the unauthorized party. On February 15, 2021, Down to Earth Landscape and Irrigation determined that an email and/or attachment contained the names and financial account numbers of two Maine residents.

Beginning on April 5, 2021, Down to Earth is providing written notice via United States Postal Service mail to the Maine residents whose information was potentially accessed by an unauthorized party.[1] A sample copy of the letter is enclosed. The notice letter also provides a dedicated telephone number that notice recipients can call with any questions they may have.

To help prevent a similar incident from occurring in the future, Down to Earth is implementing additional measures to enhance network security and increasing employee cybersecurity training.

[1] This notice does not waive Down to Earth Landscape and Irrigation's objection that Maine lacks personal jurisdiction over it regarding any claims related to this incident.

DOWN TO EARTH
LANDSCAPE & IRRIGATION

<<Date>> (Format: Month Day, Year)

<<first_name>> <<middle_name>> <<last_name>> <<suffix>>
<<address_1>>
<<address_2>>
<<city>>, <<state_province>> <<postal_code>>
<<country >>

Dear <<first_name>> <<middle_name>> <<last_name>> <<suffix>>,

Down to Earth Landscape & Irrigation is writing to inform you about a data security incident that may have involved some of your information. This notice explains the incident, measures we have taken, and some steps you can take in response.

Down to Earth concluded an investigation concerning an email phishing campaign that targeted some of our employees. Upon learning of the incident, we secured the employees' email accounts and launched an investigation. A third-party cybersecurity forensics firm was engaged to assist.

In connection with that investigation, we learned that an unauthorized party gained access to certain employees' email accounts between July 22, 2020 and October 9, 2020. Our investigation was unable to determine whether the unauthorized party actually viewed any emails or attachments in the accounts. In an abundance of caution, we reviewed the emails and attachments contained in the email accounts to identify individuals whose personal information may have been accessible to the unauthorized party. On February 15, 2021 we determined that the accounts included an email and/or attachment containing your <<b2b_text_1(DataElements)>>.

While we have no indication that your information was actually viewed by the unauthorized person, or that it has been misused, we wanted to notify you of this incident. We encourage you to remain vigilant by regularly reviewing your financial account statements for any unauthorized activity. If you see charges or activity you did not authorize, please contact your financial institution immediately. As a precaution, we have arranged for Kroll to provide identity monitoring at no cost to you for one year. Your identity monitoring services include Credit Monitoring, Fraud Consultation, and Identity Theft Restoration. For more information on Kroll Identity Monitoring, including instructions on how to activate your complimentary one-year membership, please visit the below website:

Visit **https://enroll.idheadquarters.com** to activate and take advantage of your identity monitoring services.

*You have until **June 29, 2021** to activate your identity monitoring services.*

Membership Number: **<<Member ID>>**

To help prevent a similar incident from occurring in the future, we have implemented additional measures to enhance the security of our network and we are retraining our employees concerning data security. If you have any questions about this incident, please call 1-855-935-6077 Monday through Friday from 9:00 a.m. to 6:30 p.m. Eastern Time.

Sincerely,

Thomas Lazzaro

Thomas Lazzaro
Chief Executive Officer

KROLL

TAKE ADVANTAGE OF YOUR IDENTITY MONITORING SERVICES

You have been provided with access to the following services from Kroll:

Triple Bureau Credit Monitoring

You will receive alerts when there are changes to your credit data at any of the three national credit bureaus—for instance, when a new line of credit is applied for in your name. If you do not recognize the activity, you will have the option to call a Kroll fraud specialist, who will be able to help you determine if it is an indicator of identity theft.

Fraud Consultation

You have unlimited access to consultation with a Kroll fraud specialist. Support includes showing you the most effective ways to protect your identity, explaining your rights and protections under the law, assistance with fraud alerts, and interpreting how personal information is accessed and used, including investigating suspicious activity that could be tied to an identity theft event.

Identity Theft Restoration

If you become a victim of identity theft, an experienced Kroll licensed investigator will work on your behalf to resolve related issues. You will have access to a dedicated investigator who understands your issues and can do most of the work for you. Your investigator will be able to dig deep to uncover the scope of the identity theft, and then work to resolve it.

Kroll's activation website is only compatible with the current version or one version earlier of Chrome, Firefox, Safari and Edge.
To receive credit services, you must be over the age of 18 and have established credit in the U.S., have a Social Security number in your name, and have a U.S. residential address associated with your credit file.

ADDITIONAL STEPS YOU CAN TAKE

We remind you it is always advisable to be vigilant for incidents of fraud or identity theft by reviewing your account statements and free credit reports for any unauthorized activity. You may obtain a copy of your credit report, free of charge, once every 12 months from each of the three nationwide credit reporting companies. To order your annual free credit report, please visit www.annualcreditreport.com or call toll free at 1-877-322-8228. Contact information for the three nationwide credit reporting companies is as follows:

- *Equifax,* PO Box 740241, Atlanta, GA 30374, www.equifax.com, 1-800-685-1111
- *Experian,* PO Box 2002, Allen, TX 75013, www.experian.com, 1-888-397-3742
- *TransUnion,* PO Box 2000, Chester, PA 19016, www.transunion.com, 1-800-916-8800

If you believe you are the victim of identity theft or have reason to believe your personal information has been misused, you should immediately contact the Federal Trade Commission and/or the Attorney General's office in your state. You can obtain information from these sources about steps an individual can take to avoid identity theft as well as information about fraud alerts and security freezes. You should also contact your local law enforcement authorities and file a police report. Obtain a copy of the police report in case you are asked to provide copies to creditors to correct your records. Contact information for the Federal Trade Commission is as follows:

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

Fraud Alerts: There are two types of general fraud alerts 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 one 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 seven years.

To place a fraud alert on your credit reports, contact one of the nationwide credit bureaus. A fraud alert is free. The credit bureau you contact must tell the other two, and all three will place an alert on their versions of your report.

For those in the military who want to protect their credit while deployed, an Active Duty Military Fraud Alert lasts for one year and can be renewed for the length of your deployment. The credit bureaus will also take you off their marketing lists for pre-screened credit card offers for two years, unless you ask them not to.

Credit or Security Freezes: You have the right to put a credit freeze, also known as a security freeze, on your credit file, free of charge, which makes it more difficult for identity thieves to open new accounts in your name. That's because most creditors need to see your credit report before they approve a new account. If they can't see your report, they may not extend the credit.

How do I place a freeze on my credit reports? There is no fee to place or lift a security freeze. Unlike a fraud alert, you must separately place a security freeze on your credit file at each credit reporting company. For information and instructions to place a security freeze, contact each of the credit reporting agencies at the addresses below:

- **Experian Security Freeze,** PO Box 9554, Allen, TX 75013, www.experian.com
- **TransUnion Security Freeze,** PO Box 2000, Chester, PA 19016, www.transunion.com
- **Equifax Security Freeze,** PO Box 105788, Atlanta, GA 30348, www.equifax.com

You'll need to supply your name, address, date of birth, Social Security number and other personal information.

After receiving your freeze request, each credit bureau will provide you with a unique PIN (personal identification number) or password. Keep the PIN or password in a safe place. You will need it if you choose to lift the freeze.

How do I lift a freeze? A freeze remains in place until you ask the credit bureau to temporarily lift it or remove it altogether. If the request is made online or by phone, a credit bureau must lift a freeze within one hour. If the request is made by mail, then the bureau must lift the freeze no later than three business days after getting your request.

If you opt for a temporary lift because you are applying for credit or a job, and you can find out which credit bureau the business will contact for your file, you can save some time by lifting the freeze only at that particular credit bureau. Otherwise, you need to make the request with all three credit bureaus.

Additional Information for Residents of the Following States

North Carolina: You may contact and obtain information from your state attorney general at: North Carolina Attorney General's Office, 9001 Mail Service Centre, Raleigh, NC 27699, 1-919-716-6000 / 1-877-566-7226, www.ncdoj.gov

Rhode Island: This incident involves one individual in Rhode Island. Under Rhode Island law, you have the right to file and obtain a copy of a police report. You also have the right to request a security freeze, as described above. You may contact and obtain information from your state attorney general at: Rhode Island Attorney General's Office, 150 South Main Street, Providence, RI 02903, 1-401-274-4400, www.riag.ri.gov