



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

<<first\_name>> <<middle\_name>> <<last\_name>> <<suffix>>  
<<address\_1>>  
<<address\_2>>  
<<city>>, <<state\_province>> <<postal\_code>>  
<<country >>

<<b2b\_text\_1(NoticeOfDataBreach)>>

Dear <<first\_name>> <<middle\_name>> <<last\_name>> <<suffix>>,

We are writing to notify you of a recent data security incident that may have impacted some of your personal information. We take the security of your information very seriously and sincerely apologize for any concern this incident may cause. While we have no indication that your personal information has been misused, this letter contains information about what happened, actions we have taken to prevent a reoccurrence, and steps you can take to help protect your information.

**What Happened?**

On March 1, 2021, 21c Museum Hotels learned that an unauthorized third party had gained remote web access to some employees' email accounts as the result of a phishing attempt. We moved quickly to contain the incident and are conducting a thorough investigation with the assistance of our security experts. Although we believe the unauthorized actor targeted the email accounts in order to steal funds from 21c, certain employee personal information was accessible through the mailboxes.

**What information was involved?**

We conducted an in-depth investigation and on May 4, 2021, we discovered documents in the affected mailboxes containing names, addresses, and Social Security numbers for certain current or former employees. While we have no evidence of misuse, we wanted to notify you immediately because we cannot conclusively rule out that possibility.

**What We Are Doing**

We take the security of your information seriously and are taking measures to reduce the likelihood of a future cyber-attack, including increased network security measures and employee training to recognize phishing and spoofing email attacks. In addition, out of an abundance of caution, we have secured the services of Kroll to provide identity monitoring at no cost to you for two years. Kroll is a global leader in risk mitigation and response, and their team has extensive experience helping people who have sustained an unintentional exposure of confidential data. Your identity monitoring services include Credit Monitoring, \$1 Million Identity Fraud Loss Reimbursement, Fraud Consultation, and Identity Theft Restoration.

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

*You have until **September 1, 2021** to activate your identity monitoring services.*

Membership Number: <<Member ID>>

Additional information describing your services is included with this letter.

**What You Can Do**

Please review the enclosed "Additional Important Information" section included with this letter. This section describes additional steps you can take to help protect yourself, including recommendations by the Federal Trade Commission (FTC) regarding identity theft protection and details on how to place a fraud alert or security freeze on your credit file. As an added precaution, you may want to closely monitor your personal accounts for any suspicious activity.

**For More Information**

We have established a dedicated call center to answer questions or concerns you may have about this incident. You can reach the call center at 1-855-537-2116, Monday through Friday from 9:00 am – 6:30 pm Eastern Time, excluding major U.S. national holidays.

Protecting your information is of the utmost importance to us. We appreciate your patience and understanding, and we sincerely apologize for any inconvenience or concern this incident may cause you.

Sincerely,

A handwritten signature in black ink, appearing to read 'Sarah Robbins', with a long horizontal flourish extending to the right.

Sarah Robbins  
Chief Operating Officer

## Additional Important Information

---

### **For residents of all states:**

It is recommended that you remain vigilant for incidents of fraud and identity theft by reviewing payment card account statements and monitoring your credit reports for unauthorized activity. You may obtain a copy of your credit report, free of charge, whether or not you suspect any unauthorized activity on your account. You may obtain a free copy of your credit report from each of the three nationwide credit reporting agencies. To order your free credit report, please visit [www.annualcreditreport.com](http://www.annualcreditreport.com), or call toll-free at 1-877-322-8228. You can also order your annual free credit report by mailing a completed Annual Credit Report Request Form (available at <https://www.consumer.ftc.gov/articles/0155-free-credit-reports>) to: Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA, 30348-5281.

**Fraud Alerts:** You can place fraud alerts with the three credit bureaus by phone and online with Equifax ([https://assets.equifax.com/assets/personal/Fraud\\_Alert\\_Request\\_Form.pdf](https://assets.equifax.com/assets/personal/Fraud_Alert_Request_Form.pdf)), Experian (<https://www.experian.com/fraud/center.html>), or Transunion (<https://www.transunion.com/fraud-victim-resource/place-fraud-alert>). A fraud alert tells creditors to follow certain procedures, including contacting you, before they open any new accounts or change your existing accounts. For that reason, placing a fraud alert can protect you, but also may delay you when you seek to obtain credit. Initial fraud alerts last for one year. Victims of identity theft can also get an extended fraud alert for seven years. The phone numbers for all three credit bureaus are at the bottom of this page.

**Monitoring:** You should always remain vigilant and monitor your accounts for suspicious or unusual activity.

**Security Freeze:** You also have the right to place a security freeze on your credit report. A security freeze is intended to prevent credit, loans, and services from being approved in your name without your consent. To place a security freeze on your credit report, you need to make a request to each consumer reporting agency by certified mail, overnight mail, regular stamped mail, or by following the instructions found at the websites listed below. The following information must be included when requesting a security freeze for yourself or your spouse or a minor under 16: (1) full name, with middle initial and any suffixes; (2) Social Security number; (3) date of birth; (4) current address and any previous addresses for the past five years; (5) Proof of current address, such as current utility or telephone bill, bank or insurance statement; (6) legible photocopy of government-issued identification card (state driver's license or ID card, military identification, etc.); and (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. It is essential that each copy be legible, display your name and current mailing address, and the date of issue. It is free to place, lift, or remove a security freeze.

#### **Equifax Security Freeze**

P.O. Box 105788  
Atlanta, GA 30348-5788  
<https://www.equifax.com/personal/credit-report-services/>  
800-525-6285

#### **Experian Security Freeze**

P.O. Box 9554  
Allen, TX 75013-9544  
<https://www.experian.com/help/>  
888-397-3742

#### **TransUnion Security Freeze**

P.O. Box 2000  
Chester, PA 19014-0200  
<https://www.transunion.com/credit-help>  
800-680-7289

---

### **For residents of Illinois, Maryland, New York, and North Carolina:**

You can obtain information from the Maryland, New York, and North Carolina Offices of the Attorney General and the Federal Trade Commission about fraud alerts, security freezes, and steps you can take toward preventing identity theft.

#### **Maryland Office of Attorney General**

200 St. Paul Place  
Baltimore, MD 21202  
1-888-743-0023  
[www.oag.state.md.us](http://www.oag.state.md.us)

#### **North Carolina Attorney General**

9001 Mail Service Ctr  
Raleigh, NC 27699  
1-877-566-7226  
[www.ncdoj.com](http://www.ncdoj.com)

#### **New York Attorney General**

120 Broadway  
3rd Floor  
New York, NY 10271  
800-771-7755  
[www.ag.ny.gov](http://www.ag.ny.gov)

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



## **Identity Monitoring Services**

We have secured the services of Kroll to provide identity monitoring at no cost to you for two years. Kroll is a global leader in risk mitigation and response, and their team has extensive experience helping people who have sustained an unintentional exposure of confidential data. Your identity monitoring services<sup>1</sup> include Credit Monitoring, \$1 Million Identity Fraud Loss Reimbursement, Fraud Consultation, and Identity Theft Restoration.

### **How to Activate Your Identity Monitoring Services**

1. You must activate your identity monitoring services by **September 1, 2021**. Your Membership Number will not work after this date.
2. Visit <https://enroll.idheadquarters.com> to activate your identity monitoring services.
3. Provide Your Membership Number: <<Member ID>>

### **Take Advantage of Your Identity Monitoring Services**

You've been provided with access to the following services<sup>1</sup> from Kroll:

#### **Single Bureau Credit Monitoring**

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

#### **\$1 Million Identity Fraud Loss Reimbursement**

Reimburses you for out-of-pocket expenses totaling up to \$1 million in covered legal costs and expenses for any one stolen identity event. All coverage is subject to the conditions and exclusions in the policy.

#### **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 can dig deep to uncover the scope of the identity theft, and then work to resolve it.

<sup>1</sup> 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.