



[INDIVIDUAL NAME]
[STREET ADDRESS]
[CITY, STATE AND POSTAL CODE]
[DATE]

NOTICE OF DATA BREACH

At Winn-Dixie, we pride ourselves on a safe and rewarding shopping experience that our customers can always count on.

On September 22nd, and again on September 23, our website, www.winndixie.com, was maliciously targeted and attacked. The attack affected some of our Winn-Dixie rewards accounts, which can be used across our family of stores, including, BI-LO, Fresco y Más, Harveys and Winn-Dixie stores. The situation was quickly contained and is under control.

Although less than 1% of our total loyalty accounts were impacted by this attack, we believe the security of every customer account is equally important. Because of that importance, we wanted to inform you of this issue as soon as possible.

WHAT HAPPENED?

On September 22 and September 23, 2020, criminal actors committed two brute-force password attacks on our website, www.winndixie.com, using a method called credential stuffing. With this type of attack, the bad actors extract user login information from other systems they are able to access, and they then use those usernames and passwords to try and access other systems with the hope that people are using the same usernames and passwords for multiple accounts. We became aware of the criminal intrusion on the same day of each attack and acted immediately to contain the attacks by addressing system security to stop the malicious activity. After containing the attacks we began our investigation and all relevant system logs were gathered and stored for analysis. Shortly after implementing containment measures and updating security measures that could stop the malicious activity, we engaged our forensic incident response partner to further analyze, review, and verify the details of the incident. During the course of our investigation, we learned that the criminal actors were able to obtain account login information and related personal information for some of our customer loyalty accounts, in each of the two attacks.

Customers whose loyalty accounts were impacted in the first attack should have received an email from us on September 25, 2020, and customers whose loyalty accounts were impacted in the second attack should have

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www.SEGrocers.com

received an email from us on October 5, 2020. Those emails informed you of the incident, instructed you that your password had been reset to a random password, and notified you of how to reset your password.

WHAT INFORMATION WAS INVOLVED?

We **do not** collect or store Social Security numbers or financial information in conjunction with our loyalty accounts. If you are receiving this letter, your loyalty account was likely accessed as a result of this attack. Only the personal information that you have provided us in connection with the loyalty account could have been accessed, and at most that information would include your name, phone number, email address, date of birth, reward number, PIN, recent points transactions, and loyalty account points balance. This attack was limited to the winndixie.com website; however, the rewards accounts can be used at all Winn-Dixie, BI-LO, Fresco y Más and Harveys store locations.

WHAT WE ARE DOING

Winn-Dixie values your privacy and deeply regrets that this incident occurred. We are continuing to thoroughly review the potentially affected systems and files, and we will notify you if there are any significant developments that impact your information.

Winn-Dixie and its Information Security Team have already adopted additional security measures to help prevent a recurrence of such an attack, and we will be investigating further security measures as we conclude the investigation. Any new security measures will be designed to protect the privacy of Winn-Dixie's valued customers. Unless you have already changed it as a result of the initial informational emails, your account has a new, randomized password to prevent any additional malicious activity from this attack. We have also carefully analyzed our customer accounts so that we can accurately, and quickly, restore any potential lost value of rewards points in your account.

Winn-Dixie also is working closely with forensic investigators, legal counsel and law enforcement to ensure the incident is properly addressed.

WHAT YOU CAN DO

If you have not already done so, you should promptly reset your password and PIN for your rewards account. If you use the same password or PIN for other accounts, you should reset your credentials on those accounts as well. You can reset your credentials for your loyalty account by calling Customer Care at (844) 745-0463. When resetting credentials for your accounts, your Winn-Dixie loyalty account and any other accounts that used the same credentials, please **DO NOT REUSE YOUR OLD PASSWORD OR PIN**.

Please also review the attachment to this letter, "Steps You Can Take to Further Protect Your Information." Among other things, this attachment provides the 800 numbers and addresses for the three major credit reporting agencies.

FOR MORE INFORMATION

For further information and assistance, please contact Customer Care at (844) 745-0463 Monday – Friday between 8:00 a.m. and 7:00 p.m. EST or Saturday 8:00 a.m. to 4:00 p.m. EST, or visit www.winndixie.com/about/contact.

We apologize for this inconvenience and value your business. Thank you for being a loyal shopper with Winn-Dixie.

Sincerely,

EXAMPLE

Mahender Bongu
VP, Enterprise Data Services

Southeastern Grocers, Inc.
8928 Prominence Parkway, #200, Jacksonville, FL 32256
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Steps You Can Take to Further Protect Your Information

- **Review Your Account Statements / Notify Law Enforcement of Suspicious Activity**

As a precautionary measure, we recommend that you remain vigilant, particularly for identity theft and fraud, by reviewing your account statements and monitoring free credit reports closely. If you detect any suspicious activity on an account, you should promptly notify the financial institution or company with which the account is maintained. You also should promptly report any fraudulent activity or any suspected incidence of identity theft to proper law enforcement authorities, including your local law enforcement, state attorney general, and the Federal Trade Commission (FTC).

To file a complaint with the FTC, go to IdentityTheft.gov, call 1-877-ID-THEFT (877-438-4338), or mail your complaint to the FTC at its address 600 Pennsylvania Avenue, NW, Washington, DC 20580, using OMB CONTROL#: 3084-0169. Complaints filed with the FTC will be added to the FTC's Identity Theft Data Clearinghouse, which is a database made available to law enforcement agencies.

- **Obtain and Monitor Your Credit Report**

We recommend that you obtain a free copy of your credit report from each of the three major credit reporting agencies once every 12 months. You may also access those reports by visiting <http://www.annualcreditreport.com>, calling toll-free 877-322-8228, or by completing an Annual Credit Report Request Form and mailing it to Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348. You can access the request form at <https://www.annualcreditreport.com/requestReport/requestForm.action>. Or you can elect to purchase a copy of your credit report by contacting one of the three national credit reporting agencies. Contact information for the three national credit reporting agencies for the purpose of requesting a copy of your credit report or for general inquiries is provided below:

Equifax
(866) 349-5191
www.equifax.com
P.O. Box 740241
Atlanta, GA 30374

Experian
(888) 397-3742
www.experian.com
P.O. Box 4500
Allen, TX 75013

TransUnion
(800) 888-4213
www.transunion.com
2 Baldwin Place
P.O. Box 1000
Chester, PA 19016

- **Consider Placing a Fraud Alert on Your Credit Report**

You may want to consider placing a fraud alert on your credit report. An initial fraud alert is free and will stay on your credit file for at least 90 days. The alert informs creditors of possible fraudulent activity within your report and requests that the creditor contact you prior to establishing any accounts in your name. To place a fraud alert on your credit report, contact any of the three credit reporting agencies identified above. Additional information is available at <http://www.annualcreditreport.com>. You can also obtain information from the FTC and consumer reporting agencies about fraud alerts.

- **Take Advantage of Additional Free Resources on Identity Theft**

We recommend that you review the tips provided by the Federal Trade Commission's Consumer Information website, a valuable resource with some helpful tips on how to protect your information. Additional information is available at <https://www.consumer.ftc.gov/topics/privacy-identity-online-security>.

For more information, please visit IdentityTheft.gov, call 1-877-ID-THEFT (877-438-4338), or contact the FTC at its address 600 Pennsylvania Avenue, NW, Washington, DC 20580, using OMB CONTROL#: 3084-0169. A copy of Identity Theft – A Recovery Plan, a comprehensive guide from the FTC to help you guard against and deal with identity theft, can be found on the FTC's website at https://www.consumer.ftc.gov/articles/pdf-0009_identitytheft_a_recovery_plan.pdf.

Maryland residents may also wish to review information provided by the Maryland Attorney General on how to avoid identity theft at <http://www.marylandattorneygeneral.gov/Pages/IdentityTheft/default.aspx>, writing to 200 St. Paul Place, Baltimore, MD 21202, or by sending an email to idtheft@oag.state.md.us, or calling 888-743-0023.

New York residents may wish to review information about the incident response and identity theft prevention and protection provided by the New York Attorney General at <https://ag.ny.gov/consumer-frauds-bureau/identity-theft> or calling 1-800-771-7755.

North Carolina residents may wish to review information provided by the North Carolina Attorney General about preventing identity theft at <https://ncdoj.gov/protecting-consumers/protecting-your-identity/protect-yourself-from-id-theft/>, by calling 877-566-7226, or writing to 9001 Mail Service Center, Raleigh, North Carolina 27699.

OTHER IMPORTANT INFORMATION

- **Security Freeze**

In some US states, you have the right to put a security freeze on your credit file. A security freeze (also known as a credit freeze) makes it harder for someone to open a new account in your name. It is designed to prevent potential creditors from accessing your credit report without your consent. As a result, using a security freeze may interfere with or delay your ability to apply for a new credit card, wireless phone, or any service that requires a credit check. You must separately place a security freeze on your credit file with each credit reporting agency. To place a security freeze, you may be required to provide the consumer reporting agency with information that identifies you including your full name, Social Security number, date of birth, current and previous addresses, a copy of your state-issued identification card, and a recent utility bill, bank statement, or insurance statement. There is no charge to request a security freeze or to remove a security freeze. You may obtain more information about security freezes from the FTC and consumer reporting agencies.