

LOVESAC

Return Mail Processing
PO Box 999
Suwanee, GA 30024

1 1 208 *****SNGLP

SAMPLE A. SAMPLE - L01

APT ABC



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ANYTOWN, US 12345-6789



August 30, 2023

Re: Notice of Data Incident

Dear Sample A. Sample:

The Lovesac Company is writing to notify you of an incident that impacts your personal information. Please read this letter.

What Happened? As part of a one-time reverification, associates were prompted to access Tracker I-9 to update their I-9 information. On July 27, 2023, during this reverification, Lovesac received reports of inaccurate information contained in associate I-9s. Once Lovesac became aware of these reports, it commenced an internal investigation and determined that information was incorrectly merged into Tracker I-9. As a result, some associates received a pre-populated I-9 with the correct name but an incorrect address, date of birth, and Social Security number.

What Information Was Involved? Another Lovesac associate received an I-9 that contained your Social Security number, date of birth, and address. Please note the I-9 did not contain your name and Lovesac is not aware of any misuse of your information as a result of this incident.

What We Are Doing. We take this incident and the security of your information seriously. Once we discovered the error, we paused the I-9 updates, reissued corrected I-9s, and counseled relevant employees to protect against a similar incident from occurring in the future. Out of an abundance of caution, we are also offering you complimentary credit monitoring and identity restoration services through Experian at no charge to you.

What You Can Do. We recommend you review the guidance included with this letter, which includes instructions on how to enroll in the credit monitoring services, as well as additional information on how to protect your information if you feel it necessary to do so. While we will cover the cost of the credit monitoring services, you need to complete the enrollment process.

More Information. We understand you may have additional questions. To ensure your questions are answered in a timely manner, please contact our dedicated assistance line at 833-671-0409 (toll-free), Monday – Friday, 9:00 a.m. to 11:00 p.m. Eastern Time, and Saturday – Sunday, 11:00 a.m. to 8:00 p.m. Eastern Time. This line will remain open until November 30, 2023. Be prepared to provide your engagement number B103301.

We regret this incident and apologize for any concern it may cause you.

Sincerely,

Carly Kawaja
Chief People Officer
The Lovesac Company



Steps You Can Take To Protect Your Information

Enroll in credit monitoring: We are providing you with a 24-month membership of Experian's IdentityWorks at no cost to you. To start monitoring your information, please follow the steps below:

1. Visit the Experian IdentityWorks website to enroll at <https://www.experianidworks.com/credit>
2. Provide your activation code: **ABCDEFGHI**
3. Ensure that you enroll by: November 30, 2023 (Your code will not work after this date)

A credit card is not required for enrollment in Experian IdentityWorks. You can contact Experian immediately regarding any fraud issues, and have access to the following features once you enroll in Experian IdentityWorks:

- **Experian credit report at signup:** See what information is associated with your credit file. Daily credit reports are available for online members only. Offline members will be eligible to call for additional reports quarterly after enrollment.
- **Credit Monitoring:** Actively monitors Experian file for indicators of fraud.
- **Identity Restoration:** Identity Restoration specialists are immediately available to help you address credit and non-credit related fraud.
- **Experian IdentityWorks ExtendCARE™:** You receive the same high-level of Identity Restoration support even after your Experian IdentityWorks membership has expired.
- **\$1 Million Identity Theft Insurance:** Provides coverage for certain costs and unauthorized electronic fund transfers. The Identity Theft Insurance is underwritten and administered by American Bankers Insurance Company of Florida, an Assurant company. Please refer to the actual policies for terms, conditions, and exclusions of coverage. Coverage may not be available in all jurisdictions.

Please note that Identity Restoration is available to you for 24 months from the date of this letter and does not require any action on your part. The Terms and Conditions for this offer are located at www.ExperianIDWorks.com/restoration. If you have questions about the product, need assistance with Identity Restoration that arose as a result of this incident or would like an alternative to enrolling in Experian IdentityWorks online, please contact Experian's customer care team at 833-671-0409 by November 30, 2023. Be prepared to provide engagement number B103301 as proof of eligibility for the identity restoration services by Experian.

Review account statements: We encourage you to remain vigilant against incidents of identity theft and fraud by reviewing your account statements and monitoring your free credit reports for suspicious activity or errors.

Check your credit report: Under United States 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, call toll-free 1-877-322-8228, or complete the Annual Credit Report Request Form and mail it to Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348-5281.

Place a security freeze: You may place a security freeze on your credit reports, free of charge. A security freeze prohibits a credit reporting agency from releasing any information from a consumer's credit report without written authorization. However, please be aware that placing a security freeze on your credit report may delay, interfere with, or prevent the timely approval of any requests you make for new loans, credit mortgages, employment, housing, or other services. You will need to place a security freeze separately with each of the three major credit bureaus if you wish to place a freeze on all of your credit files. In order to request a security freeze, you will need to supply your full name, address, date of birth, Social Security number, current address, all addresses for up to five previous years, email address, a copy of your state identification card or driver's license, and a copy of a utility bill, bank or insurance statement, or other statement proving residence. To find out more on how to place a security freeze, contact the credit reporting agencies:

Equifax: P.O. Box 105788, Atlanta, GA 30348; 1-888-298-0045; www.equifax.com/personal/help/place-lift-remove-security-freeze

Experian: P.O. Box 9554, Allen, TX 75013; 1-888-397-3742; www.experian.com/freeze/center.html

TransUnion: P.O. Box 160, Woodlyn, PA 19094; 1-800-916-8800; www.transunion.com/credit-freeze

Place a fraud alert: At no charge, you can also have the three major credit bureaus place a fraud alert on your file that alerts creditors to take additional steps to verify your identity prior to granting credit in your name. Note, however, that because it tells creditors to follow certain procedures to protect you, it may also delay your ability to obtain credit while the agency verifies your identity. As soon as one credit bureau confirms your fraud alert, the others are notified to place fraud alerts on your file. Should you wish to place a fraud alert, or should you have any questions regarding your credit report, please contact the credit reporting agencies:

Equifax: P.O. Box 105069, Atlanta, GA 30348; 1-800-525-6285; www.equifax.com

Experian: P.O. Box 9554, Allen, TX 75013; 1-888-397-3742; www.experian.com

TransUnion: P.O. Box 2000, Chester, PA 19106; 1-800-916-8800; www.transunion.com

Contact additional resources: If you believe you are the victim of identity theft or have reason to believe that your personal information has been misused, you should contact the Federal Trade Commission and/or your state Attorney General. You can obtain information from these sources about additional steps you can take to protect yourself against identity theft and fraud, as well as information on security freezes and fraud alerts. You can contact the Federal Trade Commission at: 600 Pennsylvania Avenue NW, Washington, DC 20580; www.identitytheft.gov; and 1-877-ID-THEFT (1-877-438-4338). Instances of known or suspected identity theft should be promptly reported to law enforcement and you have the right to file a police report if you ever experience identity theft or fraud. *For DC residents*, the Attorney General can be contacted at 400 6th Street NW, Washington, D.C. 20001, oag.dc.gov, or 202-727-3400. *For New York residents*, the New York Office of the Attorney General can be contacted at The Capital, Albany, NY, 12224, ag.ny.gov, or 1-800-771-7755.



