

Exhibit 1

The investigation into this matter is ongoing, and this notice will be supplemented with any new significant facts learned subsequent to its submission. By providing this notice, National Wildlife Federation (“NWF”) does not waive any rights or defenses regarding the applicability of Maine law, the applicability of the Maine data event notification statute, or personal jurisdiction.

Nature of the Data Event

On or about December 4, 2020, NWF received notice from its third-party IT website security vendor of a potential data security incident that may have resulted in the compromise of payment cards used at Zoobooks.com. Upon receiving this notice, NWF immediately began an investigation to determine the nature and scope of this potential incident. NWF also worked to determine what happened, what information was involved, and how to secure Zoobooks.com. Through the investigation, NWF determined on January 8, 2021 that malicious code could have facilitated the unauthorized acquisition of customers’ payment card information entered on Zoobooks.com between February 6, 2019 and December 10, 2020. NWF worked with its third-party vendors to immediately remediate this issue. NWF also worked to identify those who may have provided payment card information during the window identified and locate their address information. Upon completion of these activities, NWF moved to notify those whose payment card information may be impacted.

The information potentially affected included customer order and payment information, such as name, address, payment card number, expiration date, and CVV number.

Notice to Maine Residents

On or about March 24, 2021, NWF provided written notice of this incident to affected individuals, which includes approximately eight hundred eighteen (818) Maine residents. Written notice is being provided in substantially the same form as the letter attached here as *Exhibit A*.

Other Steps Taken and To Be Taken

NWF treats its responsibility to safeguard personal information as an utmost priority. As such, NWF responded immediately to this incident upon receiving notice, and it has been working diligently to identify individuals and provide them with an accurate and complete notice of the incident. As part of its ongoing commitment to the privacy and security of personal information in its care, NWF worked with its third-party vendors to implement additional security measures to further protect the privacy and security of the information in its care. NWF is also evaluating additional security measures to mitigate any risk associated with this incident and to better prevent future incidents.

Additionally, NWF is providing impacted individuals with guidance on how to better protect against identity theft and fraud, including advising individuals to report any suspected incidents of identity theft or fraud to their credit card company and/or bank. NWF is providing individuals with information on how to place a fraud alert and security freeze on one's credit file, information the contact details for the national consumer reporting agencies, information on how to obtain a free credit report, a reminder to remain vigilant for incidents of fraud and identity theft by reviewing

account statements and monitoring free credit reports, and encouragement to contact the Federal Trade Commission, their state Attorney General, and law enforcement to report attempted or actual identity theft and fraud. NWF is also providing written notice of this incident to other state regulators and the consumer reporting agencies, as required.

Exhibit A



Return Mail Processing Center
P.O. Box 6336
Portland, OR 97228-6336

<<Mail ID>>

<<Name 1>>

<<Name 2>>

<<Address 1>>

<<Address 2>>

<<Address 3>>

<<Address 4>>

<<Address 5>>

<<City>><<State>><<Zip>>

<<Country>>

<<Date>>

<<Variable Header>>

Dear <<Name 1>>:

The National Wildlife Federation (“NWF”) is writing to inform you about an incident that may affect the security of your payment card information. This notice provides information about the incident, NWF’s response, and resources available to you to help protect your information from possible misuse, should you feel it necessary to do so.

What Happened? On or about December 4, 2020, NWF received notice from its third-party IT website security vendor of a potential data security incident that may have resulted in the compromise of payment cards used at Zoobooks.com. Upon receiving this notice, NWF immediately began an internal investigation to determine the nature and scope of this potential incident. As part of its investigation, NWF retained third party computer forensic specialists to determine what happened, how the incident happened, and what information was involved. Through the investigation, on January 8, 2021, NWF determined that malicious code could have facilitated the unauthorized acquisition of customers’ payment card information entered on Zoobooks.com between February 6, 2019 and December 10, 2020. NWF worked with its third-party vendors to immediately remediate this issue.

What Information Was Involved? NWF’s investigation determined that malicious code capable of capturing customer order and payment information, such as name, address, payment card number, expiration date, and CVV number, for payment cards was used on Zoobooks.com between February 6, 2019 and December 10, 2020.

What We Are Doing. NWF treats its responsibility to safeguard customer information as an utmost priority. NWF has security measures in place to protect its customers’ information. Upon discovery and confirmation of this incident, NWF worked with its third-party vendors to further secure Zoobooks.com moving forward. NWF continues to review its security policies and procedures as part of its ongoing commitment to information privacy and security.

What You Can Do. NWF encourages you to remain vigilant against incidents of identity theft and fraud and to review your account statements, and credit reports for suspicious activity. You may also review the enclosed “*Steps You Can Take to Prevent Identity Theft and Fraud.*”

For More Information. NWF regrets any concern or inconvenience this situation has caused you and understand that you may have questions about this incident that are not addressed in this letter. If you have additional questions, or need assistance please call our dedicated assistance line at (855) 654-0866, Monday – Friday, 9am to 9pm Eastern Time, except holidays.

Sincerely,

Richard Brown
AVP, Publishing Operations
The National Wildlife Federation

Steps You Can Take to Prevent Identity Theft and Fraud

Monitor Your Accounts

Under U.S. law, a consumer is entitled to one free credit report annually from each of the three major credit reporting bureaus, Equifax, Experian, and TransUnion. To order your free credit report, visit www.annualcreditreport.com or call, toll-free, 1-877-322-8228. You may also directly contact the three major credit reporting bureaus listed below to request a free copy of your credit report.

Consumers have the right to place an initial or extended “fraud alert” on a credit file at no cost. An initial fraud alert is a 1-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 three major credit reporting bureaus listed below.

As an alternative to a fraud alert, consumers have the right to place a “credit freeze” on a credit report, which will prohibit a credit bureau from releasing information in the credit report without the consumer’s express authorization. The credit 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 credit 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 credit freeze on your credit report. To request a security freeze, you will need to provide the following information:

1. Full name (including middle initial as well as Jr., Sr., II, III, etc.);
2. Social Security number;
3. Date of birth;
4. Addresses for the prior two to 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.); and
7. A copy of either the police report, investigative report, or complaint to a law enforcement agency concerning identity theft if you are a victim of identity theft.

Should you wish to place a fraud alert or credit freeze, please contact the three major credit reporting bureaus listed below:

Equifax	Experian	TransUnion
https://www.equifax.com/personal/credit-report-services/	https://www.experian.com/help/	https://www.transunion.com/credit-help
888-298-0045	1-888-397-3742	833-395-6938
Equifax Fraud Alert, P.O. Box 105069 Atlanta, GA 30348-5069	Experian Fraud Alert, P.O. Box 9554, Allen, TX 75013	TransUnion Fraud Alert, P.O. Box 2000, Chester, PA 19016
Equifax Credit Freeze, P.O. Box 105788 Atlanta, GA 30348-5788	Experian Credit Freeze, P.O. Box 9554, Allen, TX 75013	TransUnion Credit Freeze, P.O. Box 160, Woodlyn, PA 19094

Additional Information

You may further educate yourself regarding identity theft, fraud alerts, credit freezes, and the steps you can take to protect your personal information by contacting the consumer reporting bureaus, the Federal Trade Commission, or your state Attorney General. The Federal Trade Commission may be reached at: 600 Pennsylvania Avenue NW, Washington, DC 20580; www.identitytheft.gov; 1-877-ID-THEFT (1-877-438-4338); and 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 in order 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. This notice has not been delayed by law enforcement.

For District of Columbia residents, the District of Columbia Attorney General may be contacted at: 441 4th St. NW #1100 Washington, D.C. 20001; 202-727-3400; and oag@dc.gov.

For Maryland residents, the Maryland Attorney General may be contacted at: 200 St. Paul Place, 16th Floor, Baltimore, MD 21202; 1-410-528-8662 or 1-888-743-0023; and www.oag.state.md.us. The National Wildlife Federation is located at 11100 Wildlife Center Drive, Reston, VA 20190.

For North Carolina residents, the North Carolina Attorney General may be contacted at: 9001 Mail Service Center, Raleigh, NC 27699-9001; 1-877-566-7226 or 1-919-716-6000; and www.ncdoj.gov.

For Rhode Island residents, the Rhode Island Attorney General may be reached at: 150 South Main Street, Providence, RI 02903; www.riag.ri.gov; and 1-401-274-4400. Under Rhode Island law, you have the right to obtain any police report filed in regard to this incident. There are 319 Rhode Island residents impacted by this incident.

For 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 bureaus 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 the 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. We encourage you to 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.

For New York residents, the New York Attorney General may be contacted at: Office of the Attorney General, The Capitol, Albany, NY 12224-0341; 1-800-771-7755; or <https://ag.ny.gov/>.