



Return Mail Processing  
PO Box 589  
Claysburg, PA 16625-0589

April 1, 2021

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SAMPLE A. SAMPLE - L01 ALL US

APT ABC

123 ANY ST

ANYTOWN, ST 12345-6789



### Notice of Data Breach

Dear Sample A. Sample:

On behalf of Brown-Forman, we are writing to inform you that personal information about you may have been involved in a cyberattack on Brown-Forman. We want to be sure you are aware of the actions the company is taking, what actions you can take to keep your data as secure as possible, and recommendations on how to monitor your personal information. We sincerely regret any inconvenience this incident may cause you and know that it comes at an already difficult time.

**WHAT HAPPENED.** On July 28, 2020, we discovered suspicious activity in our internal network and promptly began to investigate and contain it. On August 4, 2020, we learned the cyber criminals stole certain internal corporate records from our network. We launched a thorough investigation to identify the specific records impacted as well as any individuals whose personal information may have been exposed as a result. Through our investigation, we determined that impacted individuals include certain current and former employees, dependents and beneficiaries of current and former employees, interns and other individuals whose information Brown-Forman handles as part of its business operations.

Although we were able to notify a significant number of individuals shortly after learning of the incident, identifying and notifying all potentially impacted individuals, including you, took additional time. This involved an extensive process to identify remaining impacted records, review those records to identify any personal information, and locate contact information. We deeply regret that this incident occurred and that it has taken time to notify you. Please know that we have been working diligently to provide notice to impacted individuals and provide individuals with an opportunity to enroll in complimentary credit monitoring services.

**WHAT INFORMATION WAS INVOLVED.** We have determined that the specific personal information involved in this incident included your name and [exposed variable data].

**WHAT WE ARE DOING.** We began investigating the incident as soon as we became aware of suspicious activity on our network. We took several steps to limit access to our network to prevent further data from being compromised or stolen, engaged outside forensic experts to help us better understand the impact of this incident, and cooperated with law enforcement. As a result, the incident was contained, and we have not detected any further attacker activity.

**WHAT YOU CAN DO.** We are providing you with the following information about general steps that you can take to protect against potential misuse of personal information.

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As a precaution, we have arranged the option for you to enroll in a complimentary one-year credit monitoring service. We have engaged Experian to provide you with its IdentityWorks<sup>SM</sup> identity protection services, which includes credit monitoring from all three bureaus, access to your Experian credit report, \$1 million in identity theft insurance and identity restoration services. If you would like to proceed with this option, you have until June 30, 2021 to activate the free credit monitoring service by using this activation code: **ABCDEFGHI**. This code is unique to you and should not be shared. To enroll, please visit <https://www.experianidworks.com/3bcredit>, call toll-free to (866) 578-5412, or toll call to (512) 505-2575 using any applicable international dialing codes (if you happen to be outside of the U.S.). For telephone calls, the hours of operation are Monday-Friday 6am-8pm PST and Saturday-Sunday 8am-5pm PST. If asked for an engagement number, please use the following: **DB26262**. This code is also included at the top of this letter.

Please remain vigilant for incidents of fraud and identity theft, including by regularly reviewing your account statements and monitoring free credit reports. If you discover any suspicious or unusual activity on your accounts or suspect identity theft or fraud, be sure to report it immediately to your financial institutions.

Additionally, you may contact the Federal Trade Commission (“FTC”) or local law enforcement, including your Attorney General, to report incidents of identity theft or to learn about steps you can take to protect yourself from identity theft. To learn more, you can go to the FTC’s website at [www.consumer.gov/idtheft](http://www.consumer.gov/idtheft), call the FTC at (877) IDTHEFT (438-4338), or write to FTC at Federal Trade Commission, Consumer Response Center, 600 Pennsylvania Avenue, NW, Washington, DC 20580.

You may also periodically obtain credit reports from each nationwide credit reporting agency. If you discover information on your credit report arising from a fraudulent transaction, you should request that the credit reporting agency delete that information from your credit report file. In addition, under the federal Fair Credit Reporting Act (“FCRA”), you are entitled to one free copy of your credit report every 12 months from each of the three nationwide credit reporting agencies. You may obtain a free copy of your credit report by going to [www.AnnualCreditReport.com](http://www.AnnualCreditReport.com) or by calling (877) 322-8228. You may contact the nationwide credit reporting agencies at:

Equifax (800) 685-1111 P.O. Box 740241 Atlanta, GA 30374-0241 <a href="http://Equifax.com/personal/credit-report-services">Equifax.com/personal/ credit-report-services</a>	Experian (888) 397-3742 P.O. Box 9701 Allen, TX 75013 <a href="http://Experian.com/help">Experian.com/help</a>	TransUnion (888) 909-8872 Fraud Victim Assistance Division P.O. Box 2000 Chester, PA 19022 <a href="http://TransUnion.com/credit-help">TransUnion.com/credit-help</a>
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You also have other rights under the FCRA. For further information about your rights under the FCRA, please visit: [http://files.consumerfinance.gov/f/201410\\_cfpb\\_summary\\_your-rights-under-fcra.pdf](http://files.consumerfinance.gov/f/201410_cfpb_summary_your-rights-under-fcra.pdf).

Lastly, you can obtain additional information from the FTC and the credit reporting agencies about fraud alerts and security freezes. For example, you can add a fraud alert to your credit report file to help protect your credit information. A fraud alert can make it more difficult for someone to get credit in your name because it tells creditors to follow certain procedures to protect you, but it also may delay your ability to obtain credit. You may place a fraud alert in your file by calling just one of the three nationwide credit reporting agencies listed above. As soon as that agency processes your fraud alert, it will notify the other two agencies, which then must also place fraud alerts in your file. In addition, you can contact the nationwide credit reporting agencies at the following numbers to place a security freeze to restrict access to your credit report:

- (1) Equifax – (800) 685-1111
- (2) Experian – (888) 397-3742
- (3) TransUnion – (888) 909-8872

You will need to supply your name, address, date of birth, Social Security Number and other personal information. After receiving your request, each credit reporting agency will send you a confirmation letter containing a unique PIN or password that you will need in order to lift or remove the freeze. You should keep the PIN or password in a safe place.

**FOR MORE INFORMATION.** We regret any inconvenience this incident may cause you. If you have any questions or concerns, we hope that you will call toll-free to (866) 578-5412, or toll call to (512) 505-2575 using any applicable international dialing codes (if you happen to be outside of the U.S.).

Sincerely,

Tim Nall  
SVP, Chief Information & Advanced Analytics Officer

Kirsten Hawley  
SVP, Chief Human Resources & Corporate Communications Officer

*IF YOU ARE A DISTRICT OF COLUMBIA RESIDENT:* You may obtain information about avoiding identity theft from the FTC or the District of Columbia Attorney General's Office. These offices can be reached at:

Federal Trade Commission Consumer Response Center 600 Pennsylvania Avenue, NW Washington, DC 20580 (877) IDTHEFT (438-4338) <a href="http://www.ftc.gov/idtheft/">http://www.ftc.gov/idtheft/</a>	Office of the Attorney General 441 4th Street, NW Suite 1100 South Washington, DC 20001 (202) 727-3400 <a href="https://oag.dc.gov/">https://oag.dc.gov/</a>
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*IF YOU ARE AN IOWA RESIDENT:* You may contact local law enforcement or the Iowa Attorney General's Office to report suspected incidents of identity theft. You can contact the Iowa Attorney General at:

Office of the Attorney General  
1305 E. Walnut Street  
Des Moines, IA 50319  
(515) 281-5164  
<http://www.iowaattorneygeneral.gov/>

*IF YOU ARE A MARYLAND RESIDENT:* You may obtain information about avoiding identity theft from the FTC or the Maryland Attorney General's Office. These offices can be reached at:

Federal Trade Commission Consumer Response Center 600 Pennsylvania Avenue, NW Washington, DC 20580 (877) IDTHEFT (438-4338) <a href="http://www.ftc.gov/idtheft/">http://www.ftc.gov/idtheft/</a>	Office of the Attorney General Consumer Protection Division 200 St. Paul Place Baltimore, MD 21202 (888) 743-0023 <a href="http://www.oag.state.md.us">www.oag.state.md.us</a>
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*IF YOU ARE A NEW YORK RESIDENT:* You may obtain information about security breach response and identity theft prevention and protection from the FTC or from the following New York state agencies:

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

New York Attorney General  
Consumer Frauds &  
Protection Bureau  
120 Broadway, 3rd Floor  
New York, NY 10271  
(800) 771-7755  
[www.ag.ny.gov](http://www.ag.ny.gov)

New York Department of State  
Division of Consumer Protection  
99 Washington Avenue  
Suite 650  
Albany, New York 12231  
(800) 697-1220  
[www.dos.ny.gov](http://www.dos.ny.gov)

*IF YOU ARE A NORTH CAROLINA RESIDENT:* You may obtain information about preventing identity theft from the FTC or the North Carolina Attorney General's Office. These offices can be reached at:

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

North Carolina Department of Justice  
Attorney General Roy Cooper  
9001 Mail Service Center  
Raleigh, NC 27699-9001  
(877) 566-7226  
<http://www.ncdoj.com>

*IF YOU ARE A RHODE ISLAND RESIDENT:* We are notifying 222 Rhode Island residents in connection with this incident. You may contact state or local law enforcement to determine whether you can file or obtain a police report relating to this incident. In addition, you can contact the Rhode Island Attorney General at:

Office of the Attorney General  
150 South Main Street  
Providence, Rhode Island 02903  
(401) 274-4400  
<http://www.riag.ri.gov/>