



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

February 23, 2024

K9003-L01-0000001 T00001 P001 \*\*\*\*\*SCH 5-DIGIT 12345

SAMPLE A SAMPLE - L01

APT ABC

123 ANY STREET

ANYTOWN, FC 1A2 B3C

COUNTRY



**RE: Important Security Notification. Please read this entire letter.**

Dear Sample A. Sample,

We are writing to inform you about a potential data security incident that has occurred within our organization. We want to provide you with information about the incident, steps we are taking in response, and steps you may take to guard against identity theft and fraud, should you feel it is appropriate to do so. Although we are unaware of any actual misuse of your data, we are providing you notice about the incident and about the tools that we are offering or that are otherwise available to protect you.

**What Happened?** In May 2023, Icetro America (“Icetro”), a division of the Middleby Corporation, experienced a potential cybersecurity incident where an unknown threat actor had gained access to certain email accounts within Icetro’s mailing environment. The threat actor was potentially able to gain access to the information in those email accounts. When Icetro discovered the incident, all access to the compromised mailing accounts were immediately terminated. By July 2023, Icetro had completed taking significant steps to ensure that the threat was fully contained.

**What Information Was Involved?** We have conducted a thorough investigation to determine what personal information may have been impacted. While we are presently not aware of any misuse of your data, the following personal information may have potentially been affected:

- Full Name
- Social Security Number
- State Identification
- Financial Information
- Usernames and Passwords
- Personal Health Information

We understand that this may be concerning to you and we apologize for any inconvenience this may have caused. We want to assure you that we are taking every possible step to safeguard your personal information and prevent any further incidents.

**What Are We Doing?** We regret that this incident occurred and take the protection of your personal information very seriously. To help ensure this incident does not happen again, Icetro has created new mailing accounts with enforced password complexity, multi-factor authentication, and Security Information and Event Management (SIEM) logging. These extra security layers protect all Icetro emails via third-party enterprise email tools from leading manufacturers and have a Security and Operations Center that monitors suspicious activity 24/7. Furthermore, Icetro has globally instituted additional security awareness training and has developed a phishing awareness and containment program.



Out of an abundance of caution, and to help protect your identity, we are offering complimentary access to Experian IdentityWorks<sup>SM</sup> for 24 months.

If you believe there was fraudulent use of your information as a result of this incident and would like to discuss how you may be able to resolve those issues, please reach out to an Experian agent. If, after discussing your situation with an agent, it is determined that identity restoration support is needed then an Experian Identity Restoration agent is available to work with you to investigate and resolve each incident of fraud that occurred from the date of the incident (including, as appropriate, helping you with contacting credit grantors to dispute charges and close accounts; assisting you in placing a freeze on your credit file with the three major credit bureaus; and assisting you with contacting government agencies to help restore your identity to its proper condition).

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 at this time. The Terms and Conditions for this offer are located at [www.ExperianIDWorks.com/restoration](http://www.ExperianIDWorks.com/restoration).

While identity restoration assistance is immediately available to you, we also encourage you to activate the fraud detection tools available through Experian IdentityWorks as a complimentary 24-month membership. This product provides you with superior identity detection and resolution of identity theft. To start monitoring your personal information, please follow the steps below:

- Ensure that you **enroll by** April 30, 2024 (Your code will not work after this date.)
- **Visit** the Experian IdentityWorks website to enroll: <https://www.experianidworks.com/credit>
- Provide your **activation code: ABCDEFGHI**

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 833-918-1107 by April 30, 2024. Be prepared to provide engagement number B115381 as proof of eligibility for the Identity Restoration services by Experian.

#### **ADDITIONAL DETAILS REGARDING YOUR 24-MONTH EXPERIAN IDENTITYWORKS MEMBERSHIP**

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.\*
- **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.

**For More Information.** We sincerely regret any inconvenience or concern caused by this incident. If you have further questions or concerns, or would like an alternative to enrolling online, please call 833-918-1107 toll-free Monday through Friday from 8 am – 8 pm Central (excluding major U.S. holidays). Be prepared to provide your engagement number B115381.

**What You Can Do:** We encourage you to remain vigilant by reviewing your account statements and monitoring credit report information. You can also obtain information about fraud alerts and security freezes from the U.S. Federal Trade Commission (FTC) and the credit reporting agencies listed below:

- Federal Trade Commission, <https://www.ftc.gov>, 600 Pennsylvania Avenue, NW, Washington, DC 20580 1-877-FTC-HELP
  
- Nationwide Consumer Reporting Companies:
  - Equifax, <https://www.equifax.com>, Equifax Credit Information Services, LLC, P.O. Box 740241, Atlanta, GA 30374, 1-800-525-6285
  
  - Experian, <https://www.experian.com>, Experian National Consumer Assistance Center, P.O. Box 4500, Allen, TX 75013, 1-888-397-3742
  
  - TransUnion, <https://www.transunion.com>, TransUnion Consumer Relations, P.O. Box 2000, Chester, PA 19016-2000, 1-800-680-7289

To the extent you desire to freeze your credit report, you must separately place a credit freeze on your credit file at each of the three credit reporting agencies. There is no charge associated with placing a credit freeze. The following information should be included when requesting a credit freeze:

1. Full name, with middle initial and any suffixes;
2. Social Security number;
3. Date of birth (month, day, and year);
4. Current address and previous addresses for the past five (5) years;
5. Proof of current address, such as a current utility bill or telephone bill;
6. Other personal information as required by the applicable credit reporting agency.

Sincerely,



Daniel Moon, President  
Icetro America, Inc

\* Offline members will be eligible to call for additional reports quarterly after enrolling.

\*\* 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.



