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June 5, 2024

*By Web Form*

Office of the Attorney General

Re: Bimbo Bakeries: Notice of Security Incident

To the Office of the Attorney General:

Pursuant to Me. Rev. Stat. Ann. tit. 10, § 1346, we hereby provide notice of a security breach on behalf of Bimbo Bakeries USA, Inc. and its affiliate Bimbo Foods Bakeries Distribution, LLC (collectively "Bimbo Bakeries"). This incident affected the personal information of 14 residents of Maine. The affected residents will receive notice in the form of the enclosed template on or about June 6, 2024, which includes an offer of credit monitoring services as described therein.

### **What Happened**

On February 13, 2024, an affiliate of Bimbo Bakeries detected that an unauthorized third party gained remote access to a portion of the network used to process information for Bimbo Bakeries and its affiliates. An investigation confirmed that on February 13, 2024, the unauthorized third party accessed a portion of the network used to process information for Bimbo Bakeries and its affiliates, including one server used to process personal information of employees and vendors of Bimbo Bakeries, and obtained certain files containing personal information.

Bimbo Bakeries is not aware of any reports of misuse of personal information as a direct result of this incident.

### **What Information Was Involved**

Following an extensive review and analysis of the potentially impacted data, Bimbo Bakeries discovered that this data may have included affected individuals' names, Social Security numbers, and dates of birth. Financial account information and credit card numbers were not involved in this incident.

### **What Bimbo Bakeries is Doing**

Upon detection, Bimbo Bakeries and its affiliates took immediate steps to block the unauthorized access and to investigate the incident with the support of leading outside cybersecurity experts.

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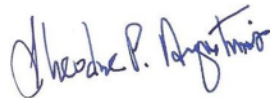
Bimbo Bakeries and its affiliates deployed additional security measures and tools with the guidance of third party experts to strengthen the ongoing security of its network. Law enforcement was also notified about the incident. Bimbo Bakeries is offering affected individuals free membership in identity monitoring services through Experian for 24 months.

As required by Me. Rev. Stat. Ann. tit. 10, § 1346, Bimbo Bakeries is providing notice of this incident to the affected Maine residents by mail beginning on or about June 6, 2024, using the enclosed template notification letter. On Bimbo Bakeries' behalf, we are providing notice of this incident to appropriate agencies in other jurisdictions as required by applicable law.

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Please do not hesitate to contact me with any questions related to this matter.

Sincerely,

A handwritten signature in blue ink that reads "Theodore P. Augustinos". The signature is written in a cursive, flowing style.

Theodore P. Augustinos