

Appendix

After discovering malware that encrypted data on computer systems connected to Famous' corporate network on March 25, 2021, Famous took immediate steps to secure its network, notified law enforcement, and launched an investigation with a forensics firm. Through the investigation, Famous learned that on or about March 25, 2021, an unauthorized party accessed or acquired certain information that was stored in Famous' systems. Famous conducted a comprehensive review of the files involved, and on August 18, 2021, determined that one or more files contained the names, Social Security numbers, driver's license or state identification numbers, financial account numbers, dates of birth, medical information and/or health insurance information of one Maine resident.

Beginning September 14, 2021, Famous will mail a notification letter to the Maine resident in accordance with Me. Rev. Stat. Tit. 10, §1348. Famous is offering the Maine resident whose Social Security number may have been involved in this incident one-year of complimentary credit and identity monitoring services through TransUnion. A copy of the notification letter is enclosed. To help prevent a similar incident from occurring in the future, Famous has implemented enhanced monitoring tools and further strengthened its security processes.

FAMOUS ENTERPRISES

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

Famous Enterprises Corporate Center
2620 Ridgewood Road
Akron, OH 44313
www.famous-supply.com

<<Mail ID>>
<<Name 1>>
<<Name 2>>
<<Address 1>>
<<Address 2>>
<<Address 3>>
<<Address 4>> <<Date>>
<<Address 5>>
<<City>><<State>><<Zip>>
<<Country>>

Dear <<Name 1>>:

Famous Enterprises, Inc. understands the importance of protecting associates' personal information. Unfortunately, there was an incident that may have involved exposure of some of your personal information. We are providing this notice to explain the incident, the measures we have taken, and to recommend some steps you can take in response.

On March 25, 2021, some of our computer systems were infected with malware that encrypted the data on those machines. We quickly identified and contained the malware, restored systems to operation and launched an investigation with the assistance of a cybersecurity firm.

On March 30, 2021, the investigation determined that some data stored in our network was accessed by an unauthorized party. We reviewed the information contained in the sources of the accessed data and on July 19, 2021, determined it may have included your name <<Breached Elements>> <<Last 4 FAN>>.

While we have no indication that your information was actually viewed or misused by the unauthorized person, we wanted to notify you of this incident. In an abundance of caution, we are offering you a complimentary one-year membership in *myTrueIdentity* for 12 months provided by TransUnion Interactive, a subsidiary of TransUnion®, one of the three nationwide credit reporting companies. *myTrueIdentity* is completely free to you and enrolling in this program will not hurt your credit score.

We encourage you to remain vigilant by reviewing your account statements and credit reports for any unauthorized activity. We also recommend that you review any statements that you receive from your health insurer or healthcare providers. If you see services that you did not receive, please contact the insurer or provider immediately.

In response to the incident, we have taken steps to help prevent a similar incident in the future including updating user passwords and implementing additional security safeguards and controls in our network infrastructure.

For more information, including some additional steps you can take to help protect yourself, please see the additional information provided with this letter. If you have any questions, please call 800-741-0372, Monday through Friday, 9:00 a.m. to 9:00 p.m. Eastern Time.

Sincerely,



Marc Blaushild
President & CEO



Activation Code: <<Activation Code>>

3-Bureau Credit Monitoring Product Offering: (Online and Offline)

As a safeguard, we have arranged for you to enroll, at no cost to you, in an online 3-bureau credit monitoring service (*myTrueIdentity*) for **12 months** provided by TransUnion Interactive, a subsidiary of TransUnion®, one of the three nationwide credit reporting companies.

To enroll in this service, go directly to the *myTrueIdentity* website at www.mytrueidentity.com and in the space referenced as “Enter Activation Code”, enter the following unique 12-letter Activation Code << **Activation Code** >> and follow the three steps to receive your credit monitoring service online within minutes.

If you do not have access to the Internet and wish to enroll in a similar offline, paper based, 3-bureau credit monitoring service, via U.S. Mail delivery, please call the TransUnion Fraud Response Services toll-free hotline at **1-855-288-5422**. When prompted, enter the following 6-digit telephone pass code << **Pass Code** >> and follow the steps to enroll in the offline credit monitoring service, add an initial fraud alert to your credit file, or to speak to a TransUnion representative if you believe you may be a victim of identity theft.

Once you are enrolled, you will be able to obtain **12 months** of unlimited access to your TransUnion credit report and VantageScore® credit score by TransUnion. The daily 3-bureau credit monitoring service will notify you if there are any critical changes to your credit files at TransUnion®, Experian® and Equifax®, including fraud alerts, new inquiries, new accounts, new public records, late payments, change of address and more. The service also includes the ability to lock and unlock your TransUnion credit report online, access to identity restoration services that provides assistance in the event your identity is compromised to help you restore your identity and up to \$1,000,000 in identity theft insurance with no deductible. (Policy limitations and exclusions may apply.)

You can sign up for the *myTrueIdentity* online 3-Bureau Credit Monitoring service anytime between now and <<**Enrollment Deadline**>>. Due to privacy laws, we cannot register you directly. Please note that credit monitoring services might not be available for individuals who do not have credit files at TransUnion®, Experian® and Equifax®, or an address in the United States (or its territories) and a valid Social Security number, or are under the age of 18. Enrolling in this service will not affect your credit score.

If you have questions about your *myTrueIdentity* online credit monitoring benefits, need help with your online enrollment, or need help accessing your credit report, or passing identity verification, please contact the *myTrueIdentity* Customer Service Team toll-free at: 1-844-787-4607, Monday-Friday: 8am- 9pm, Saturday-Sunday: 8am-5pm Eastern time.

ADDITIONAL STEPS YOU CAN TAKE

We remind you it is always advisable to be vigilant for incidents of fraud or identity theft by reviewing your account statements and free credit reports for any unauthorized activity. You may obtain a copy of your credit report, free of charge, once every 12 months from each of the three nationwide credit reporting companies. To order your annual free credit report, please visit www.annualcreditreport.com or call toll free at 1-877-322-8228. Contact information for the three nationwide credit reporting companies is as follows:

- *Equifax*, PO Box 740241, Atlanta, GA 30374, www.equifax.com, 1-800-685-1111
- *Experian*, PO Box 2002, Allen, TX 75013, www.experian.com, 1-888-397-3742
- *TransUnion*, PO Box 2000, Chester, PA 19016, www.transunion.com, 1-800-916-8800

If you believe you are the victim of identity theft or have reason to believe your personal information has been misused, you should immediately contact the Federal Trade Commission and/or the Attorney General’s office in your state. You can obtain information from these sources about steps an individual can take to avoid identity theft as well as information about fraud alerts and security freezes. You should also contact your local law enforcement authorities and file a police report. Obtain a copy of the police report in case you are asked to provide copies to creditors to correct your records. Contact information for the Federal Trade Commission is as follows:

- *Federal Trade Commission*, Consumer Response Center, 600 Pennsylvania Avenue NW, Washington, DC 20580, 1-877-IDTHEFT (438-4338), www.ftc.gov/idtheft

Fraud Alerts and Credit or Security Freezes:

Fraud Alerts: There are two types of general fraud alerts you can place on your credit report to put your creditors on notice that you may be a victim of fraud—an initial alert and an extended alert. You may ask that an initial fraud alert be placed on your credit report if you suspect you have been, or are about to be, a victim of identity theft. An initial fraud alert stays on your credit report for one year. You may have an extended alert placed on your credit report if you have already been a victim of identity theft with the appropriate documentary proof. An extended fraud alert stays on your credit report for seven years.

To place a fraud alert on your credit reports, contact one of the nationwide credit bureaus. A fraud alert is free. The credit bureau you contact must tell the other two, and all three will place an alert on their versions of your report.

For those in the military who want to protect their credit while deployed, an Active Duty Military Fraud Alert lasts for one year and can be renewed for the length of your deployment. The credit bureaus will also take you off their marketing lists for pre-screened credit card offers for two years, unless you ask them not to.

Credit or Security Freezes: You have the right to put a credit freeze, also known as a security freeze, on your credit file, free of charge, which makes it more difficult for identity thieves to open new accounts in your name. That's because most creditors need to see your credit report before they approve a new account. If they can't see your report, they may not extend the credit.

How do I place a freeze on my credit reports? There is no fee to place or lift a security freeze. Unlike a fraud alert, you must separately place a security freeze on your credit file at each credit reporting company. For information and instructions to place a security freeze, contact each of the credit reporting agencies at the addresses below:

- **Experian Security Freeze**, PO Box 9554, Allen, TX 75013, www.experian.com
- **TransUnion Security Freeze**, PO Box 2000, Chester, PA 19016, www.transunion.com
- **Equifax Security Freeze**, PO Box 105788, Atlanta, GA 30348, www.equifax.com

You'll need to supply your name, address, date of birth, Social Security number and other personal information.

After receiving your freeze request, each credit bureau will provide you with a unique PIN (personal identification number) or password. Keep the PIN or password in a safe place. You will need it if you choose to lift the freeze.

How do I lift a freeze? A freeze remains in place until you ask the credit bureau to temporarily lift it or remove it altogether. If the request is made online or by phone, a credit bureau must lift a freeze within one hour. If the request is made by mail, then the bureau must lift the freeze no later than three business days after getting your request.

If you opt for a temporary lift because you are applying for credit or a job, and you can find out which credit bureau the business will contact for your file, you can save some time by lifting the freeze only at that particular credit bureau. Otherwise, you need to make the request with all three credit bureaus.

Additional information for residents of the following states:

Maryland: Famous Enterprises, Inc.'s address is 2620 Ridgewood Rd, Akron, OH 44313, and telephone number is (330) 762-9621. You may contact and obtain information from your state attorney general at: *Maryland Attorney General's Office*, 200 St. Paul Place, Baltimore, MD 21202, 1-888-743-0023 / 1-410-576-6300, www.oag.state.md.us

New York: You may contact and obtain information from these state agencies: *New York Department of State Division of Consumer Protection*, One Commerce Plaza, 99 Washington Ave., Albany, NY 12231-0001, 518-474-8583 / 1-800-697-1220, <http://www.dos.ny.gov/consumerprotection>; and *New York State Office of the Attorney General*, The Capitol, Albany, NY 12224-0341, 1-800-771-7755, <https://ag.ny.gov>

North Carolina: You may contact and obtain information from your state attorney general at: *North Carolina Attorney General's Office*, 9001 Mail Service Center, Raleigh, NC 27699, 1-919-716-6000 / 1-877-566-7226, www.ncdoj.gov

West Virginia: You have the right to ask that nationwide consumer reporting agencies place "fraud alerts" in your file to let potential creditors and others know that you may be a victim of identity theft, as described above. You also have a right to place a security freeze on your credit report, as described above.