



POLICYHOLDER
1108 2ND AVE APT 12
EAU CLAIRE, WI 54703-5207
|||

March 3, 2021

NOTICE OF DATA BREACH

Dear Policyholder:

Your privacy is extremely important to us and we take extensive precautions to protect personal information.

What Happened

We have become aware that an employee working from home may have allowed an individual in the employee's household access to customer information. Based on our investigation, we believe that your information was involved and the access could have occurred between October 14, 2020 and January 29, 2021.

What Information Was Involved

- The information involved was your first and last name, along with your driver's license number, and date of birth. Your social security number, and any checking, credit, or debit card information on file with us was not involved.
- We have no evidence the information was used for identity theft or other fraudulent purposes.

What We Are Doing

We're taking measures designed to protect against future disclosures of this nature. We promptly removed the employee's access to our systems. Also included in this letter are instructions and a summary of other options and tools you can use.

What You Can Do

Follow basic precautions against identity theft

Even if your data was exposed in an earlier breach and nothing came of it, you should know that identity theft can occur years after the initial breach. Though sometimes stolen data is used before the breach itself is discovered. That's why everyone, whether they know their personal information has been exposed or not, should take simple preventative measures.

Information on annual free credit reports, security freezes, and fraud alerts is available from the consumer reporting agencies listed below, as well as the Federal Trade Commission.

Review your account statements regularly and report suspicious activity

Look through account statements closely. If you notice anything unusual, promptly:

- Notify the financial institution or company maintaining your account.
- Report it to proper law enforcement authorities, including your state attorney general and the FTC.
 - You have the right to obtain a police report regarding the breach.
 - To file a complaint with the FTC, go to IdentityTheft.gov, or call 1-877-ID-THEFT (877-438-4338). For more information, you can also contact the FTC by mail at 600 Pennsylvania Ave., NW, Washington DC 20580.
 - Complaints filed with the FTC will be added to the FTC's Identity Theft Data Clearinghouse, a database made available to law enforcement agencies.

Obtain and monitor your credit report annually

We recommend you take advantage of the free annual access to your credit report.

- Visit annualcreditreport.com/requestReport/requestForm.action or call 877-322-8228.
- Fill out the Annual Credit Report Request Form online or mail the completed form to Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348.
- You can get a free copy of your report from each of the three major credit reporting agencies once every 12 months.
- You can also purchase a copy of your credit report from them more often:

Equifax
800-685-1111
equifax.com
P.O. Box 740241
Atlanta, GA 30374

Experian
888-397-3742
experian.com
P.O. Box 4500
Allen, TX 75013

TransUnion
800-888-4213
transunion.com
2 Baldwin Place
P.O. Box 1000
Chester, PA 19016

Use other free resources to avoid or reduce the impact of identity theft

We recommend you review tips provided by the FTC on how to avoid identity theft.

- Visit IdentityTheft.gov or call 1-877-ID-THEFT (877-438-4338) for more information.
- Get a copy of Taking Charge: What to Do if Your Identity is Stolen, a comprehensive guide from the FTC to help you guard against and deal with identity theft at consumer.ftc.gov/articles/pdf-0009-taking-charge.pdf.

You may also place a security freeze on your credit reports. A security freeze prohibits a credit reporting agency from releasing any information from a consumer's credit report without written authorization. However, please be aware that placing a security freeze on your credit report may delay, interfere with, or prevent the timely approval of any requests you make for new loans, credit mortgages, employment, housing or other services. Under federal law, you cannot be charged to place, lift, or remove a security freeze.

You must place your request for a freeze with each of the three major consumer reporting agencies: Equifax (www.equifax.com); Experian (www.experian.com); and TransUnion (www.transunion.com). To place a security freeze on your credit report, you may send a written request by regular, certified or overnight mail at the addresses below. You may also place a security freeze through each of the consumer reporting agencies' websites or over the phone, using the contact information below:

Equifax Security Freeze P.O. Box 105788 Atlanta, GA 30348 1-800-349-9960
<https://www.equifax.com/personal/credit-report-services/>

Experian Security Freeze P.O. Box 9554 Allen, TX 75013 1-888-397-3742
<https://www.experian.com/freeze/center.html>

TransUnion Security Freeze P.O. Box 160 Woodlyn, PA 19094 1-888-909-8872
<https://www.transunion.com/credit-freeze>

While data breaches are a fact of modern life, taking precautions like these can help limit or prevent their damage.

For More Information

We deeply regret this incident. If you have any questions, please feel free to contact me, Julia Fullerton at privacy@sentry.com or contact Dairyland Customer Service at 800-334-0090.

Sincerely,

Julia Fullerton
Director, Privacy