



April 1, 2021

Consumer Protection Bureau
Office of the Attorney General
33 Capitol Street
Concord, NH 03301
doj-cpb@doj.nh.gov

To Whom It May Concern:

On August 25, 2020, I informed your office of an incident in which Brown-Forman was the victim of a cybersecurity attack and that we were providing notice to impacted individuals.

We have worked diligently to identify remaining impacted records, review those records to identify any personal information, and locate contact information for any additional impacted individuals. This investigation is now complete, and we have identified forty-one (41) additional individuals residing in New Hampshire whose personal information may have been impacted. The majority of these individuals were dependents, beneficiaries and former employees whose information Brown-Forman handles in order to administer employee benefits and other employee programs.

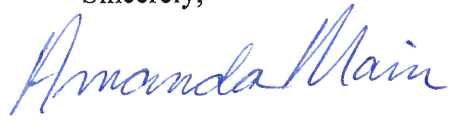
The potentially impacted personal information includes Social Security numbers and Brown-Forman corporate credit card information.

We will begin notifying these individuals today, and will include an offer for complimentary credit monitoring from all three nationwide bureaus, access to Experian credit reports, identity theft insurance and identity restoration services. Individuals can enroll by visiting <https://www.experianidworks.com/3bcredit> or calling toll-free to (866) 578-5412.

Attached is a sample of the letter we are providing to New Hampshire residents.

Please do not hesitate to contact me at (502) 774-7814 or Amanda_Main@b-f.com if you have any questions.

Sincerely,

A handwritten signature in blue ink that reads "Amanda Main". The signature is written in a cursive style with a large initial 'A'.

Amanda Main
Senior Attorney and Privacy Officer



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 IdentityWorksSM 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, 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 or by calling (877) 322-8228. You may contact the nationwide credit reporting agencies at:

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| Equifax (800) 685-1111 P.O. Box 740241 Atlanta, GA 30374-0241 Equifax.com/personal/ credit-report-services | Experian (888) 397-3742 P.O. Box 9701 Allen, TX 75013 Experian.com/help | TransUnion (888) 909-8872 Fraud Victim Assistance Division P.O. Box 2000 Chester, PA 19022 TransUnion.com/credit-help |
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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.

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:

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| Federal Trade Commission Consumer Response Center 600 Pennsylvania Avenue, NW Washington, DC 20580 (877) IDTHEFT (438-4338) http://www.ftc.gov/idtheft/ | Office of the Attorney General 441 4th Street, NW Suite 1100 South Washington, DC 20001 (202) 727-3400 https://oag.dc.gov/ |
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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:

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| Federal Trade Commission Consumer Response Center 600 Pennsylvania Avenue, NW Washington, DC 20580 (877) IDTHEFT (438-4338) http://www.ftc.gov/idtheft/ | Office of the Attorney General Consumer Protection Division 200 St. Paul Place Baltimore, MD 21202 (888) 743-0023 www.oag.state.md.us |
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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

New York Attorney General
Consumer Frauds &
Protection Bureau
120 Broadway, 3rd Floor
New York, NY 10271
(800) 771-7755
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

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

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/>