



RECEIVED

JUN 14 2021

CONSUMER PROTECTION

June 9, 2021

Orrick, Herrington & Sutcliffe LLP

701 Fifth Avenue
Suite 5600
Seattle, WA 98104-7097

+1 206 839 4300

orrick.com

Re: Notice of Data Breach

Aravind Swaminathan

To: U.S. State Attorney General and Consumer Protection Offices Distribution List

E aswaminathan@orrick.com

D +1 206 839 4340

F +1 206 839 4301

Dear Sir or Madam,

I am writing to inform you of a security event at Living Proof. A number of individuals who are resident in your state received voluntary notification about the event. (See Exhibit A.)

On April 8, 2021, Living Proof detected unauthorized third-party access to portions of Living Proof's information technology systems. They acted quickly to shut down the intrusion, restore operations, and prevent further unauthorized access. A major cybersecurity firm was engaged to investigate the matter, and law enforcement was notified of the incident.

It appears that the unauthorized third-party accessed a limited number of systems in our environment. Working with cybersecurity experts, the Company has found no evidence that the third-party accessed personal information. Nevertheless, Living Proof provided voluntary notifications to current and former employees with details about the event and instructions for how to sign up for complimentary identity monitoring, as well as fraud consultation and identity theft restoration services, provided by Experian, for a period of 24 months. Information about the specific offerings, provided by Experian, is contained in the separately attached template notification letter, which was sent to affected individuals.

If you have any questions, please call me at (206) 839-4300 or email me at aswaminathan@orrick.com.

Respectfully submitted,

Aravind Swaminathan

Counsel for Living Proof



June 9, 2021
Page 2

Exhibit A

New Hampshire Residents Notified: 5

Living proof.®

<<Date>> (Format: Month Day, Year)

<<first_name>> <<middle_name>> <<last_name>> <<suffix>>
<<address_1>>
<<address_2>>
<<city>>, <<state_province>> <<postal_code>>
<<country >>

Notice of Data Breach

Dear <<first_name>> <<middle_name>> <<last_name>> <<suffix>>,

We are writing to let you know of a recent security event at Living Proof that we promptly addressed. This letter outlines what happened and provides steps you can take to help protect yourself.

What Happened?

On April 8, 2021, we detected unauthorized third-party access to portions of Living Proof's systems. We acted quickly to shut down the intrusion, restore operations, and prevent further unauthorized access.

A cybersecurity firm was engaged to investigate the matter, and law enforcement was notified of the incident.

What Information Was Involved?

It appears that the unauthorized third-party accessed a limited number of systems in our environment. Working with our cybersecurity experts, we have found no evidence that the third-party specifically targeted or accessed Living Proof employee information.

What We Are Doing.

Out of an abundance of caution and in line with our principles and values, we are offering our current and former employees identity monitoring, as well as fraud consultation and identity theft restoration services, provided by Experian, for a period of 24 months. More detail about these offerings and how to sign up is in the attachment.

As part of the incident response process, we have enhanced existing security controls, such as multi-factor authentication, strengthened our network monitoring capabilities, and are reviewing our program to identify additional enhancements to protect the security of our network and data.

What You Can Do.

Sign up for the complimentary credit monitoring being offered.

It is always a good idea to remain vigilant against threats of identity theft or fraud. You can do this by regularly reviewing and monitoring your account statements and credit history for any signs of unauthorized transactions or activity.

While we have no reason to suspect that your information is being misused, if you ever suspect that you are the victim of identity theft or fraud, it is always advisable to contact local law enforcement. Additional information can be found in the attached appendix.

It is also always a good idea to be alert for "phishing" emails or other attempts by someone who acts like they know you or are a company that you may do business with and requests sensitive personal information over email or phone. This might include your password, Social Security or national identification number, or financial account information.

For More Information.

If you have any additional questions, you can call 1-XXX-XXX-XXXX between 8:00 am and 5:30 pm Central time Monday through Friday.

Sincerely,



Zach Rieken
CEO
Living Proof

ADDITIONAL DETAILS REGARDING YOUR 24-MONTH EXPERIAN IDENTITYWORKS MEMBERSHIP

Instructions For Signing Up

To help protect your identity, we are offering a complimentary 24-month membership of Experian's® IdentityWorksSM. This product provides you with superior identity detection and resolution of identity theft. To activate your membership and start monitoring your personal information please follow the steps below:

- Ensure that you **enroll by:** <<b2b_text_1(EnrollmentDeadline)>> (Your code will not work after this date.)
- **Visit** the Experian IdentityWorks website to enroll: <https://www.experianidworks.com/3bcredit>
- Provide your **activation code:** <<Member ID>>

If you have questions about the product, need assistance with identity restoration or would like an alternative to enrolling in Experian IdentityWorks online, please contact Experian's customer care team at 877.288.8057 by <<b2b_text_1(EnrollmentDeadline)>>. Be prepared to provide engagement number <<b2b_text_2(Engagement#)>> as proof of eligibility for the identity restoration services by Experian.

Program Details

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, Equifax and Transunion files for indicators of fraud.
- **Identity Restoration:** Identity Restoration specialists are immediately available to help you address credit and non-credit related fraud.
- **Experian IdentityWorks ExtendCARETM:** You receive the same high-level of Identity Restoration support even after your Experian IdentityWorks membership has expired.
- **Up to \$1 Million Identity Theft Insurance^{**}:** Provides coverage for certain costs and unauthorized electronic fund transfers.

If you believe there was fraudulent use of your information and would like to discuss how you may be able to resolve those issues, please reach out to an Experian agent at 877.288.8057. 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 (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 this Identity Restoration support 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. You will also find self-help tips and information about identity protection at this site.

MORE INFORMATION ABOUT IDENTITY PROTECTION

Information On Obtaining A Free Credit Report

U.S. residents are entitled under U.S. law to one free credit report annually from each of the three major credit bureaus. To order your free credit reports, visit www.annualcreditreport.com or call toll-free (877) 322-8228.

Information On Implementing A Fraud Alert Or Security Freeze

You can contact the three major credit bureaus at the addresses below to place a fraud alert on your credit report. A fraud alert indicates to anyone requesting your credit file that you suspect you are a possible victim of fraud. A fraud alert does not affect your ability to get a loan or credit. Instead, it alerts a business that your personal information might have been compromised and requires that business to verify your identity before issuing you credit. Although this may cause some short delay if you are the one applying for the credit, it might protect against someone else obtaining credit in your name.

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. A credit reporting agency may not charge you to place, temporarily lift, or permanently remove a security freeze.

To place a fraud alert or security freeze on your credit report, you must contact the three credit bureaus below:

Equifax	Experian	TransUnion
Consumer Fraud Division	Credit Fraud Center	TransUnion LLC
P.O. Box 740256	P.O. Box 9554	P.O. Box 2000
Atlanta, GA 30374	Allen, TX 75013	Chester, PA 19022-2000
(888) 766-0008	(888) 397-3742	(800) 680-7289
www.equifax.com	www.experian.com	www.transunion.com

To request a security freeze, you will need to provide the following information:

1. Your full name (including middle initial as well as Jr., Sr., II, III, etc.);
2. Social Security number;
3. Date of birth;
4. If you have moved in the past five (5) years, the addresses where you have lived over those prior five years;
5. Proof of current address such as a current utility bill or telephone bill; and
6. A legible photocopy of a government-issued identification card (state driver's license or ID card, military identification, etc.).

You may also contact the U.S. Federal Trade Commission ("FTC") for further information on fraud alerts, security freezes, and how to protect yourself from identity theft. The FTC can be contacted at 400 7th St. SW, Washington, DC 20024; telephone (877) 382-4357; or www.consumer.gov/idtheft.

Additional Resources

Your state attorney general may also have advice on preventing identity theft, and you should report instances of known or suspected identity theft to law enforcement, your state attorney general, or the FTC.

California Residents: Visit the California Office of Privacy Protection (<https://oag.ca.gov/privacy>) for additional information on protection against identity theft.

Iowa Residents: The Attorney General can be contacted at Office of Attorney General of Iowa, Hoover State Office Building, 1305 E. Walnut Street, Des Moines, IA 50319, +1 (515) 281-5164, www.iowaattorneygeneral.gov.

Kentucky Residents: The Attorney General can be contacted at Office of the Attorney General of Kentucky, 700 Capitol Avenue, Suite 118 Frankfort, Kentucky 40601, www.ag.ky.gov, Telephone: +1 (502) 696-5300.

Maryland Residents: The Attorney General can be contacted at Office of Attorney General, 200 St. Paul Place, Baltimore, MD 21202; +1 (888) 743-0023; or www.oag.state.md.us.

Massachusetts Residents: Under Massachusetts law, you have the right to obtain any police report filed in connection to the incident. If you are the victim of identity theft, you also have the right to file a police report and obtain a copy of it.

North Carolina Residents: The Attorney General can be contacted at 9001 Mail Service Center, Raleigh, NC 27699-9001; +1 (919) 716-6400; or www.ncdoj.gov.

New Mexico Residents: You have rights under the federal Fair Credit Reporting Act (FCRA), which governs the collection and use of information pertaining to you by consumer reporting agencies. For more information about your rights under the FCRA, please visit www.consumer.ftc.gov/articles/pdf-0096-fair-credit-reporting-act.pdf or www.ftc.gov.

Oregon Residents: The Attorney General can be contacted at Oregon Department of Justice, 1162 Court Street NE, Salem, OR 97301-4096, +1 (877) 877-9332 (toll-free in Oregon), +1 (503) 378-4400, www.doj.state.or.us.

Rhode Island Residents: The Attorney General can be contacted at 150 South Main Street, Providence, RI 02903; +1 (401) 274-4400; or www.riag.ri.gov. You may also file a police report by contacting local or state law enforcement agencies.