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FILE NO: 124512 0000001

July 16, 2021

VIA CERTIFIED MAIL

Office of the New Hampshire Attorney General
33 Capitol Street
Concord, NH 03301

To Whom It May Concern:

In accordance with N.H. Rev. Stat. Ann. § 359-C:20, I am writing on behalf of Primo Water Corporation (“Primo Water” or the “Company”) to notify you regarding the nature and circumstances of a recent data security issue.

On June 17, 2021, Primo Water learned of a data security issue affecting the Company. Based on the Company’s investigation, Primo Water determined that an unauthorized party acquired personal information relating to a small number of Company personnel. The information acquired by the unauthorized party varied for different individuals, but may have included individuals’ names, addresses, dates of birth, Social Security numbers, driver’s license numbers, passport numbers, information regarding medical fitness to drive, I-9 (Employment Eligibility Verification) forms, and other information related to individuals’ employment with Primo Water.

Promptly after learning of the issue, Primo Water took steps to understand its nature and scope and to secure its systems. The Company engaged leading outside security experts to assist with its investigation and has implemented additional information security measures to help enhance the Company’s safeguards. Primo Water also reported the issue to law enforcement. Primo Water has arranged to provide affected individuals with two years of identity protection and credit monitoring services through Kroll at no cost to them.

At this time, Primo Water has identified approximately three New Hampshire residents whose information was affected by this issue. Enclosed for your reference is a copy of the notice being sent to the affected individuals.

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Please do not hesitate to contact me if you have any questions.

Very truly yours,

Lisa J. Sotto

Lisa J. Sotto

Enclosure



July 16, 2021

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

Dear <<first_name>>:

We are writing to notify you of a matter that involves certain of your personal information. On June 17, 2021, we learned of a data security issue affecting Primo Water Corporation ("Primo Water"). Based on our investigation, we determined that an unauthorized party had acquired personal information relating to a small number of our associates, including you. The information acquired by the unauthorized party varied for different individuals, but may have included your name, address, date of birth, Social Security number, driver's license number, passport number, information regarding medical fitness to drive, I-9 (Employment Eligibility Verification) form, or other information related to your employment with Primo Water.

Promptly after learning of the issue, we took steps to understand its nature and scope and to secure our systems. We engaged leading outside security experts to assist with our investigation and have implemented additional information security measures to enhance our safeguards. We also reported the issue to law enforcement.

We take our obligation to safeguard personal information very seriously and are alerting you about this issue so you can take steps to help protect yourself. You are entitled under U.S. law to one free credit report annually from each of the three nationwide consumer reporting agencies. To order your free credit report, visit www.annualcreditreport.com or call toll-free at 1-877-322-8228. We encourage you to remain vigilant by reviewing your account statements and monitoring your free credit reports.

In addition, we have arranged to offer credit monitoring services for two years at no cost to you. The attached Reference Guide provides information on activation and recommendations by the U.S. Federal Trade Commission on the protection of personal information.

We hope this information is useful to you. If you have any questions regarding this issue, please call 1-855-545-1952, Monday through Friday, 8:00 a.m. to 5:30 p.m. Central Time, excluding major U.S. national holidays.

We regret any inconvenience this issue may cause.

Sincerely,

A handwritten signature in black ink, appearing to read "Tom", is written over a horizontal line.

Thomas J. Harrington
Chief Executive Officer

Reference Guide

We encourage you to take the following steps:

Activate Credit Monitoring Services. We have arranged with Kroll to help you monitor your identity and your credit information for two years at no cost to you. The following services are available to you:

- **Single Bureau Credit Monitoring.** You will receive alerts when there are changes to your credit data—for instance, when a new line of credit is applied for in your name. If you do not recognize the activity, you'll have the option to call a Kroll fraud specialist, who will be able to help you determine if it is an indicator of identity theft.
- **Fraud Consultation.** You have unlimited access to consultation with a Kroll fraud specialist. Support includes showing you ways to protect your identity, explaining your rights and protections under the law, assistance with fraud alerts, and interpreting how personal information is accessed and used, including investigating suspicious activity that could be tied to an identity theft event.
- **Identity Theft Restoration.** If you become a victim of identity theft, an experienced Kroll licensed investigator will work on your behalf to resolve related issues. You will have access to a dedicated investigator who understands your issues and can do most of the work for you. Your investigator will be able to dig deep to uncover the scope of the identity theft, and then work to resolve it.

To activate the identity monitoring services, follow the steps below:

Visit <https://enroll.krollmonitoring.com> to activate the identity monitoring services.

You have until October 14, 2021 to activate your identity monitoring services.

Membership Number: <<Membership Number s_n>>

Please note: Kroll's activation website is only compatible with the current version or one version earlier of Chrome, Firefox, Safari and Edge. To receive credit services, you must be over the age of 18 and have established credit in the U.S., have a Social Security number in your name, and have a U.S. residential address associated with your credit file.

Order Your Free Credit Report. To order your free credit report, visit www.annualcreditreport.com, call toll-free at 1-877-322-8228, or complete the Annual Credit Report Request Form on the U.S. Federal Trade Commission's ("FTC's") website at www.consumer.ftc.gov and mail it to Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348-5281. The three nationwide consumer reporting agencies provide free annual credit reports only through the website, toll-free number or request form.

When you receive your credit report, review it carefully. Look for accounts you did not open. Look in the "inquiries" section for names of creditors from whom you haven't requested credit. Some companies bill under names other than their store or commercial names. The consumer reporting agency will be able to tell you when that is the case. Look in the "personal information" section for any inaccuracies in your information (such as home address and Social Security number). If you see anything you do not understand, call the consumer reporting agency at the telephone number on the report. Errors in this information may be a warning sign of possible identity theft. You should notify the consumer reporting agencies of any inaccuracies in your report, whether due to error or fraud, as soon as possible so the information can be investigated and, if found to be in error, corrected. If there are accounts or charges you did not authorize, immediately notify the appropriate consumer reporting agency by telephone and in writing. Consumer reporting agency staff will review your report with you. If the information cannot be explained, then you will need to call the creditors involved. Information that cannot be explained also should be reported to your local police or sheriff's office because it may signal criminal activity.

Report Incidents. If you detect any unauthorized transactions in a financial account, promptly notify your payment card company or financial institution. If you detect any incident of identity theft or fraud, promptly report the incident to law enforcement, the FTC and your state Attorney General. If you believe your identity has been stolen, the FTC recommends that you take these steps:

- Close the accounts that you have confirmed or believe have been tampered with or opened fraudulently. For streamlined checklists and sample letters to help guide you through the recovery process, please visit <https://www.identitytheft.gov/>.
- File a local police report. Obtain a copy of the police report and submit it to your creditors and any others that may require proof of the identity theft crime.

You can contact the FTC to learn more about how to protect yourself from becoming a victim of identity theft and how to repair identity theft:

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

Consider Placing a Fraud Alert on Your Credit File. To protect yourself from possible identity theft, consider placing a fraud alert on your credit file. A fraud alert helps protect you against the possibility of an identity thief opening new credit accounts in your name. When a merchant checks the credit history of someone applying for credit, the merchant gets a notice that the applicant may be the victim of identity theft. The alert notifies the merchant to take steps to verify the identity of the applicant. You can place a fraud alert on your credit report by calling any one of the toll-free numbers provided below. You will reach an automated telephone system that allows you to flag your file with a fraud alert at all three consumer reporting agencies. For more information on fraud alerts, you also may contact the FTC as described above.

Equifax	Equifax Information Services LLC P.O. Box 740241 Atlanta, GA 30374	1-800-525-6285	www.equifax.com
Experian	Experian Inc. P.O. Box 9554 Allen, TX 75013	1-888-397-3742	www.experian.com
TransUnion	TransUnion LLC P.O. Box 2000 Chester, PA 19016	1-800-680-7289	www.transunion.com

Consider Placing a Security Freeze on Your Credit File. You may wish to place a “security freeze” (also known as a “credit freeze”) on your credit file. A security freeze is designed to prevent potential creditors from accessing your credit file at the consumer reporting agencies without your consent. *Unlike a fraud alert, you must place a security freeze on your credit file at each consumer reporting agency individually.* There is no charge to place or lift a security freeze. For more information on security freezes, you may contact the three nationwide consumer reporting agencies or the FTC as described above. As the instructions for establishing a security freeze differ from state to state, please contact the three nationwide consumer reporting agencies to find out more information.

The consumer reporting agencies may require proper identification prior to honoring your request. For example, you may be asked to provide:

- Your full name with middle initial and generation (such as Jr., Sr., II, III)
- Your Social Security number
- Your date of birth
- Addresses where you have lived over the past five years
- A legible copy of a government-issued identification card (such as a state driver’s license or military ID card)
- Proof of your current residential address (such as a current utility bill or account statement)

For Massachusetts Residents. You have the right to obtain a police report and request a security freeze as described above. As described above, the consumer reporting agencies may require that you provide certain personal information and proper identification prior to honoring your request to place a security freeze on your account.

For New York Residents. You can obtain information from the New York State Office of the Attorney General about how to protect yourself from identity theft and tips on how to protect your privacy online. You can contact the New York State Office of the Attorney General at:

Office of the Attorney General
The Capitol
Albany, NY 12224-0341
1-800-771-7755 (toll-free)
1-800-788-9898 (TDD/TTY toll-free line)
<https://ag.ny.gov/>

Bureau of Internet and Technology (BIT)
28 Liberty Street
New York, NY 10005
Phone: (212) 416-8433
<https://ag.ny.gov/internet/resource-center>

For North Carolina Residents. You can obtain information from the North Carolina Attorney General's Office about preventing identity theft. You can contact the North Carolina Attorney General at:

North Carolina Attorney General's Office
9001 Mail Service Center
Raleigh, NC 27699-9001
(877) 566-7226 (toll-free in North Carolina)
(919) 716-6400
www.ncdoj.gov