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CONFIDENTIAL TREATMENT REQUESTED

June 18, 2021

BY MAIL

Attorney General Wayne Stenehjem
Office of the Attorney General
600 East Boulevard Avenue, Department 125
Bismarck, ND 58505-0040

Re: Herff Jones LLC – Notification of Incident

Dear Attorney General Stenehjem:

In accordance with North Dakota Century Code § 51-30-02, we write on behalf of our client, Herff Jones, LLC ("Herff Jones"), to inform you of a data security incident. Please find attached a copy of the notification letter that has been sent to potentially impacted individuals.

Herff Jones takes the security of personal information in its care seriously. Herff Jones engaged a leading cybersecurity firm to support its investigation and is taking additional security steps to help prevent future incidents. Further, as a precautionary measure, Herff Jones is offering one year of free credit monitoring and identity theft protection services to individuals potentially impacted by the incident. Herff Jones is also providing individuals with information about steps they can take to protect themselves from fraud.

Should you have any questions or require further information, please do not hesitate to contact me.

Sincerely,

David Simon
Partner

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4625 West 62nd Street
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Return Mail Processing Center
P.O. Box 6336
Portland, OR 97228-6336

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NOTICE OF DATA BREACH

Dear <<Name 1>>:

We are writing to notify you of a data security incident that resulted in unauthorized access to certain personal information of our customers. We take the protection and proper use of personal information seriously. For this reason, we are contacting you directly to explain the circumstances of the incident.

What Happened?

On April 7, 2021, Herff Jones became aware of suspicious activity involving certain customers' payment card information. We promptly launched an investigation, notified law enforcement, engaged a leading cybersecurity firm to assist in assessing the scope of the incident, and took steps to mitigate the potential impact to our customers. We are confident unauthorized access to our payment systems has been terminated.

Late last month, during the course of our investigation, we determined that certain customer personal information was subject to unauthorized access. **We are notifying you because you transacted with us during that time period**. This letter provides information about how you can take steps to protect yourself and your information.

What Information Was Involved?

The information that was subject to unauthorized access included payment card information. In addition, it may have included one or more of the following: name, address, phone number, email address, and limited information related to your transaction.

What We Are Doing.

We take the privacy and security of customer data seriously and are addressing this challenge as we do all others: with a relentless commitment to our customers and to delivering a solution that prioritizes our customers' best interests. Our investigation is ongoing. In the short-term, we are taking proactive steps to protect our customers and help make sure we deliver on our promise of elevating student experiences. This includes use of alternative ordering mechanisms. We have established a new payment process in partnership with PayPal to give you a seamless and safe way to make purchases. We are also offering customers a free hotline (855-535-1795) for any questions concerning this incident and have secured an identity monitoring service at no cost to you for one year.

What You Can Do.

We understand you may have concerns about this incident. We want to make you aware of steps you may take to guard against identity theft or fraud. Please review the enclosed "Additional Resources" section included with this letter. This section describes additional steps you can take to help protect yourself, including recommendations by the Federal Trade Commission regarding identity theft protection and details on how to place a fraud alert or a security freeze on your credit file.

Herff Jones will be providing those potentially affected by this incident a year of credit monitoring at no cost. To start monitoring your personal information, please follow the instructions accompanying this letter.

We also encourage customers to monitor their payment card account statements and credit reports for instances of unauthorized activity. If any suspicious or unusual activity is discovered, we recommend customers to report it immediately to their financial institution.

For More Information.

If you have any questions or need further assistance, please contact us at 855-535-1795 between 9 a.m. and 9 p.m. ET Monday through Friday. For more information on how to combat identity theft, please see the information attached to this notice.

At Herff Jones we value your confidence in us and understand the vital importance of protecting your personal information. We are grateful for your business and your patience, and we regret any concern or inconvenience this issue may have caused.

Sincerely,

Herff Jones LLC

EQUIFAX®

Enter your Activation Code: *<<Activation Code>>*
Enrollment Deadline: *<<Enrollment Deadline>>*

Equifax Credit Watch™ Gold

*Note: You must be over age 18 with a credit file to take advantage of the product.

Key Features

- Credit monitoring with email notifications of key changes to your Equifax credit report
- Daily access to your Equifax credit report
- WebScan notifications[1] when your personal information, such as Social Security Number, credit/debit card or bank account numbers are found on fraudulent Internet trading sites
- Automatic fraud alerts[2], which encourages potential lenders to take extra steps to verify your identity before extending credit, plus blocked inquiry alerts and Equifax credit report lock[3]
- Identity Restoration to help restore your identity should you become a victim of identity theft, and a dedicated Identity Restoration Specialist to work on your behalf
- Up to $1,000,000 of identity theft insurance coverage for certain out of pocket expenses resulting from identity theft[4]

Enrollment Instructions

Go to ***www.equifax.com/activate.***
Enter your unique Activation Code of *<<Activation Code>>* then click "Submit" and follow these 4 steps:

1. **Register:**
   Complete the form with your contact information and click "Continue".
   If you already have a myEquifax account, click the 'Sign in here' link under the "Let's get started" header.
   Once you have successfully signed in, you will skip to the Checkout Page in Step 4.
2. **Create Account:**
   Enter your email address, create a password, and accept the terms of use.
3. **Verify Identity:**
   To enroll in your product, we will ask you to complete our identity verification process.
4. **Checkout:**
   Upon successful verification of your identity, you will see the Checkout Page.
   Click 'Sign Me Up' to finish enrolling.

You're done!
The confirmation page shows your completed enrollment.
Click "View My Product" to access the product features.

To sign up for US Mail delivery, dial 1-855-833-9162 for access to the Equifax Credit Watch automated enrollment process. Note that all credit reports and alerts will be sent to you via US Mail only.
1. Activation Code: You will be asked to enter your activation code as provided at the top of this page.
2. Customer Information: You will be asked to enter your home telephone number, home address, name, date of birth and Social Security Number.
3. Permissible Purpose: You will be asked to provide Equifax with your permission to access your Equifax credit file and to monitor your file. Without your agreement, Equifax cannot process your enrollment.
4. Order Confirmation: Equifax will provide a confirmation number with an explanation that you will receive your Fulfillment Kit via the US Mail (when Equifax is able to verify your identity) or a Customer Care letter with further instructions (if your identity cannot be verified using the information provided). Please allow up to 10 business days to receive this information.

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[1] WebScan searches for your Social Security Number, up to 5 passport numbers, up to 6 bank account numbers, up to 6 credit/debit card numbers, up to 6 email addresses, and up to 10 medical ID numbers. WebScan searches thousands of Internet sites where consumers' personal information is suspected of being bought and sold, and regularly adds new sites to the list of those it searches. However, the Internet addresses of these suspected Internet trading sites are not published and frequently change, so there is no guarantee that we are able to locate and search every possible Internet site where consumers' personal information is at risk of being traded.

[2] The Automatic Fraud Alert feature is made available to consumers by Equifax Information Services LLC and fulfilled on its behalf by Equifax Consumer Services LLC.

[3] Locking your Equifax credit report will prevent access to it by certain third parties. Locking your Equifax credit report will not prevent access to your credit report at any other credit reporting agency. Entities that may still have access to your Equifax credit report include: companies like Equifax Global Consumer Solutions, which provide you with access to your credit report or credit score, or monitor your credit report as part of a subscription or similar service; companies that provide you with a copy of your credit report or credit score, upon your request; federal, state and local government agencies and courts in certain circumstances; companies using the information in connection with the underwriting of insurance, or for employment, tenant or background screening purposes; companies that have a current account or relationship with you, and collection agencies acting on behalf of those whom you owe; companies that authenticate a consumer's identity for purposes other than granting credit, or for investigating or preventing actual or potential fraud; and companies that wish to make pre-approved offers of credit or insurance to you. To opt out of such pre-approved offers, visit www.optoutprescreen.com.

[4] The Identity Theft Insurance benefit is underwritten and administered by American Bankers Insurance Company of Florida, an Assurant company, under group or blanket policies issued to Equifax, Inc., or its respective affiliates for the benefit of its Members. Please refer to the actual policies for terms, conditions, and exclusions of coverage. Coverage may not be available in all jurisdictions.

ADDITIONAL RESOURCES

Contact information for the three nationwide credit reporting agencies:

Equifax, PO Box 740241, Atlanta, GA 30374, www.equifax.com, 1-800-685-1111

Experian, PO Box 2104, Allen, TX 75013, www.experian.com, 1-888-397-3742

TransUnion, PO Box 2000, Chester, PA 19016, www.transunion.com, 1-800-888-4213

Free Credit Report. It is recommended that you remain vigilant by reviewing account statements and monitoring your credit report for unauthorized activity, especially activity that may indicate fraud and identity theft. You may obtain a copy of your credit report, free of charge, once every 12 months from each of the three nationwide credit reporting agencies. The credit reporting agencies can also provide information about fraud alerts and security freezes.

To order your annual free credit report please visit **www.annualcreditreport.com** or call toll free at **1-877-322-8228**.

You can also order your annual free credit report by mailing a completed Annual Credit Report Request Form (available from the U.S. Federal Trade Commission's website at www.consumer.ftc.gov) to:

Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348-5281.

For Colorado, Georgia, Maine, Maryland, New Jersey, Puerto Rico, and Vermont residents: You may obtain one or more (depending on the state) additional copies of your credit report, free of charge. You must contact each of the credit reporting agencies directly to obtain such additional report(s).

Fraud Alerts. There are two types of 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 at least one year. You may have an extended alert placed on your credit report if you have already been a victim of identity theft and you have the appropriate documentary proof. An extended fraud alert stays on your credit report for seven years. You can place a fraud alert on your credit report by contacting any of the three national credit reporting agencies.

Security Freeze. You have the ability to place a security freeze, also known as a credit freeze, on your credit report free of charge.

A security freeze is intended to prevent credit, loans, and services from being approved in your name without your consent. To place a security freeze on your credit report, you may use an online process, an automated telephone line, or submit a written request to any of the three credit reporting agencies listed above. The following information must be included when requesting a security freeze (note that, if you are requesting a credit report for your spouse, this information must be provided for him/her as well): (1) full name, with middle initial and any suffixes; (2) Social Security number; (3) date of birth; (4) current address and any previous addresses for the past 5 years; and (5) any applicable incident report or complaint with a law enforcement agency or the Registry of Motor Vehicles. The request must also include a copy of a government-issued identification card and a copy of a recent utility bill or bank or insurance statement. It is essential that each copy be legible, and display your name, current mailing address, and the date of issue.

Federal Trade Commission and State Attorneys General Offices. 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 home state. You may also contact these agencies for information on how to prevent or minimize the risks of identity theft, including the use of fraud alerts and security freezes.

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

For Maryland residents: You may contact the Maryland Office of the Attorney General, Consumer Protection Division, 200 St. Paul Place, Baltimore, MD 21202, www.oag.state.md.us, 1-888-743-0023.

For North Carolina residents: You may contact the North Carolina Office of the Attorney General, Consumer Protection Division, 9001 Mail Service Center, Raleigh, NC 27699-9001, www.ncdoj.gov, 1-877-566-7226.

For New York residents: The Attorney General may be contacted at: Office of the Attorney General, The Capitol, Albany, NY 12224-0341; 1-800-771-7755; https://ag.ny.gov.

For Connecticut residents: You may contact the Connecticut Office of the Attorney General, 165 Capitol Avenue, Hartford, CT 06106, 1-860-808-5318, www.ct.gov/ag.

For District of Columbia residents: You may contact the Office of the Attorney General for the District of Columbia, 400 6th Street, NW, Washington, DC 20001, 202-727-3400, https://oag.dc.gov/about-oag/contact-us.

Reporting of identity theft and obtaining a police report.

For Iowa residents: You are advised to report any suspected identity theft to law enforcement or to the Iowa Attorney General.

For Oregon residents: You are advised to report any suspected identity theft to law enforcement, including the Federal Trade Commission, and the Oregon Attorney General.