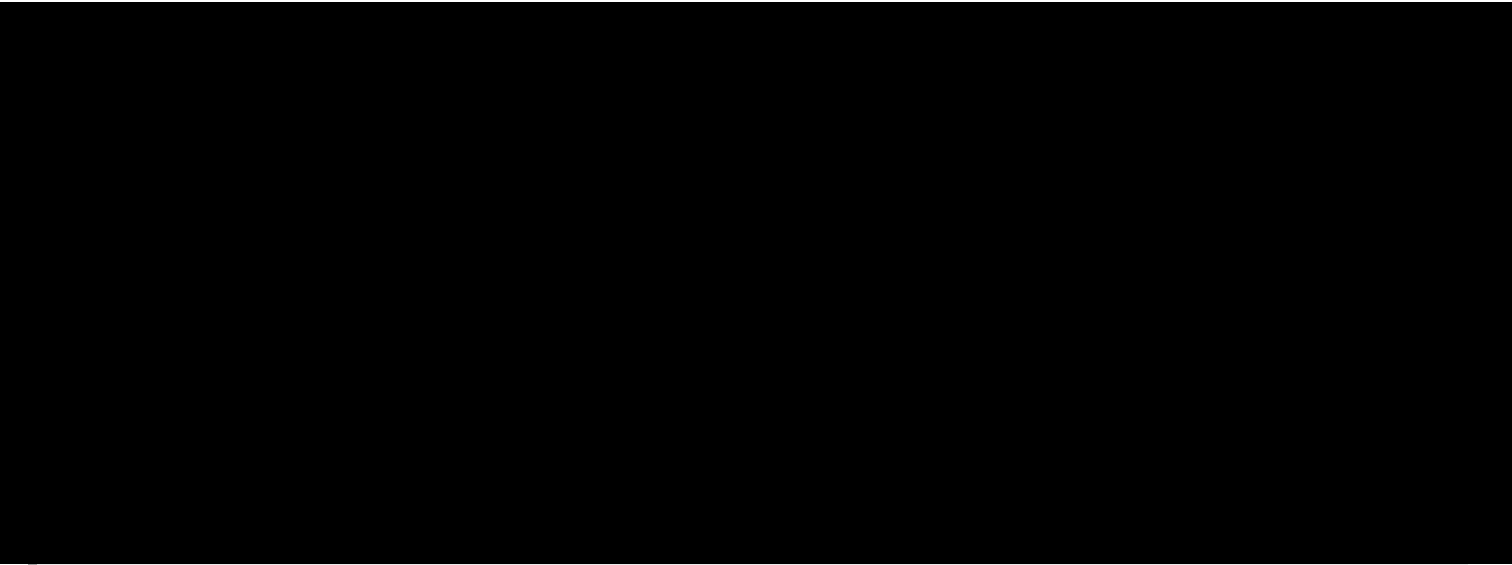




To Whom It May Concern:

We are writing to provide you notice of a data security incident. We determined that personal information, including individuals' first name, last name, social security number, and date of birth, was potentially accessed without authorization during a security incident that was first reported on March 29, 2022. Following the report, HEINEKEN USA investigated the scope of the incident and discovered on April 11, 2022 that the incident may have exposed the personal information of current and former HEINEKEN USA and HEINEKEN Americas Inc. (collectively, "HEINEKEN") employees, including fourteen individuals from Maryland.

On March 29, 2022, the laptop of a HEINEKEN USA employee was stolen from her car. The laptop was logged out. HEINEKEN USA confirmed that the laptop did not access the HEINEKEN network and reset the user's passwords, including the computer's log-in password. All HEINEKEN laptops are inherently locked and password protected, and the computer's hard drive is encrypted. However, because HEINEKEN USA is not able to confirm whether the thief might have accessed personal information stored locally on the laptop's hard drive, out of an abundance of caution, HEINEKEN USA is notifying individuals and regulators.

HEINEKEN intends to notify individuals on or before 04/21/2022. A copy of the sample breach letter for individuals is attached.

Sincerely,

Kristen
Attorney for HEINEKEN USA and HEINEKEN Americas Inc

Kristen Bertch | Davis Wright Tremaine LLP
1301 K Street NW, Suite 500 East | Washington, D.C. 20005
Tel: (202) 973-4249 | Fax: (202) 973-4449
Email: kristenbertch@dwt.com | Website: www.dwt.com

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Return Mail Processing
PO Box 589
Claysburg, PA 16625-0589

April 21, 2022

H8089-L01-0000001 T00001 P001 *****SCH 5-DIGIT 12345



SAMPLE A SAMPLE - L01 ALL
APT ABC
123 ANY STREET
ANYTOWN, ST 12345-6789



NOTICE OF DATA BREACH

Dear Sample A. Sample,

We are writing to notify you that HEINEKEN USA (“we” “us” “our”) recently experienced a data security incident that may involve your personal information.

What Happened? On March 29, 2022, we received a report of a stolen company laptop. We immediately investigated the incident and subsequently discovered on April 11, 2022 that the theft may have exposed the personal information of certain current and former HEINEKEN USA and HEINEKEN Americas Inc. (collectively, “HEINEKEN”) employees. The laptop was logged out. We confirmed that the laptop did not access the HEINEKEN network. All HEINEKEN laptops are inherently locked and password protected, and the computer’s hard drive is encrypted. However, because we were not able to confirm whether the thief could have accessed personal information stored locally on the laptop’s hard drive, out of an abundance of caution, we are notifying individuals and regulators as if the information was accessed. We determined that information stored locally on the laptop may have been exposed for approximately 10 hours between the time the laptop was stolen and when the password to the account was reset.

What Information Was Involved? The stolen laptop included files containing personal information of current and former employees of HEINEKEN, including first and last names, social security numbers, dates of birth, and other information such as job title and home addresses.

What Are We Doing? In response to this incident, we reset the employee’s passwords, including the laptop log-in password, and confirmed that the thief did not attempt to use the employee’s password to access the HEINEKEN network. Further, we will conduct additional employee training regarding off-site security practices. We also have notified local law enforcement of the incident. Notification to you has not been delayed due to a law enforcement investigation.

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: July 31, 2022** (Your code will not work after this date.)
- **Visit** the Experian IdentityWorks website to enroll: <https://www.experianidworks.com/credit>
- Provide your **activation code: ABCDEFGHI**

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) 753-3334** by **July 31, 2022**. Be prepared to provide engagement number **B051661** as proof of eligibility for the identity restoration services by Experian.

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ADDITIONAL DETAILS REGARDING YOUR 24-MONTH EXPERIAN IDENTITYWORKS MEMBERSHIP:

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 file for indicators of fraud.
- **Identity Restoration:** Identity Restoration agents are immediately available to help you address credit and non-credit related fraud.
- **Experian IdentityWorks ExtendCARE™:** 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.

* Offline members will be eligible to call for additional reports quarterly after enrolling.

** The Identity Theft Insurance is underwritten and administered by American Bankers Insurance Company of Florida, an Assurant company. Please refer to the actual policies for terms, conditions, and exclusions of coverage. Coverage may not be available in all jurisdictions.

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) 753-3334. 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.

What Can You Do? Please review the "Further Steps and Contact List" information on the reverse side of this letter, which identifies additional steps to take to protect your information. If you have additional questions or concerns about this incident, please call (877) 753-3334 toll-free Monday through Friday from 8 am – 10 pm Central, or Saturday and Sunday from 10 am – 7 pm Central (excluding major U.S. holidays). Be prepared to provide your engagement number B051661.

We take all privacy and security incidents very seriously. We deeply regret any inconvenience this may cause you and thank you for your understanding. We will **NOT** send you any electronic communications regarding this incident, nor will we ask you to disclose any personal information.

Sincerely,



Matthew Dornauer
Chief Legal Officer, HEINEKEN USA Incorporated
360 Hamilton Avenue, Suite 1103
White Plains, NY 10601
914-681-4100

FURTHER STEPS YOU CAN TAKE TO PROTECT YOUR INFORMATION AND CONTACT LIST

Review Your Account Statements and Notify Law Enforcement of Suspicious Activity: As a precautionary measure, we recommend that you remain vigilant by reviewing your account statements and credit reports closely. If you detect any suspicious activity on an account, you should promptly notify the financial institution or company with which the account is maintained. You also should promptly report any fraudulent activity or any suspected incidence of identity theft to proper law enforcement authorities, your state attorney general, and/or the Federal Trade Commission (FTC).

Copy of Credit Report: You may obtain a free copy of your credit report from each of the three major credit reporting agencies once every 12 months by visiting <http://www.annualcreditreport.com/>, calling toll-free 877-322-8228, or by completing an Annual Credit Report Request Form and mailing it to Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348. You can print this form at <https://www.annualcreditreport.com/cra/requestformfinal.pdf>. You also can contact each one of the three national credit reporting agencies (contact information below).

Fraud Alert: You may want to consider placing a fraud alert on your credit report. An initial fraud alert is free and will stay on your credit file for at least 90 days. The alert informs creditors of possible fraudulent activity within your report and requests that the creditor contact you prior to establishing any accounts in your name. To place a fraud alert on your credit report, contact any of the three credit reporting agencies identified above. Additional information is available at <http://www.annualcreditreport.com>.

Security Freeze: A security freeze will prevent new credit from being opened in your name without the use of a PIN number that is issued to you when you initiate the freeze. A security freeze is designed to prevent potential creditors from accessing your credit report without your consent. As a result, using a security freeze may interfere with or delay your ability to obtain credit. You must separately place a security freeze on your credit file with each credit reporting agency. In order to place a security freeze, you may be required to provide the consumer reporting agency with information that identifies you including your full name, Social Security number, date of birth, current and previous addresses, a copy of your state-issued identification card, and a recent utility bill, bank statement or insurance statement. Under federal law, you may not be charged to place or remove a credit freeze.

Police Report: If you file a police report, you have the right to obtain a copy of it.

Additional Free Resources on Identity Theft: You can obtain information from the consumer reporting agencies, FTC (<https://www.identitytheft.gov/>) or from your respective state Attorney General about steps you can take toward preventing identity theft. You may report suspected identity theft to local law enforcement, including to the Federal Trade Commission or to the Attorney General in your state. You may want to contact your state Attorney General to obtain further information. Below is the contact information for the Attorneys General for residents of New York, North Carolina, Rhode Island, Oregon, the District of Columbia, and Maryland.

Federal Trade Commission
600 Pennsylvania Ave, NW
Washington, DC 20580
consumer.ftc.gov, and
www.ftc.gov/idtheft
1-877-438-4338

Oregon Attorney General
100 SW Market Street
First Floor
Tilikum Room
Portland, OR 97201
help@oregonconsumer.gov

New York Attorney General
Office of the Attorney General
The Capitol
Albany, NY 12224-0341
<https://ag.ny.gov/>
1-800-771-7755

Office of the Attorney General for the District of Columbia
400 6th Street NW
Washington, D.C. 20001
oag@dc.gov
<https://oag.dc.gov/>

North Carolina Attorney General
9001 Mail Service Center
Raleigh, NC 27699
ncdoj.gov
1-877-566-7226

Maryland Attorney General
200 St. Paul Place
Baltimore, MD 21202
<https://www.marylandattorneygeneral.gov/>
Main number: 410-576-6300
Toll-free: 1-888-743-0023
Consumer Hotline: 410-528-8662

Rhode Island Attorney General
150 South Main Street
Providence, RI 02903
<http://www.riag.ri.gov>
401-274-4400

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Contact Information for Credit Reporting Agencies:

	Equifax	Experian	TransUnion
To obtain a copy of your credit report	P.O. Box 740241 Atlanta, GA 30374 (866) 349-5191 www.equifax.com	P.O. Box 4500 Allen, TX 75013 (888) 397-3742 www.experian.com	P.O. Box 1000 Chester, PA 19016 (800) 888-4213 www.transunion.com
To obtain a security freeze	PO Box 105788 Atlanta, GA 30348 (800) 685-1111 www.equifax.com/personal/credit-report-services	PO Box 9554 Allen, TX 75013 (888) 397-3742 www.experian.com/freeze/center.html	P.O. Box 2000 Chester, PA 19016 (888) 909-8872 www.transunion.com/credit-freeze
To place a fraud alert	P.O. Box 105069 Atlanta, GA 30348 (888) 766-0008 www.equifax.com/personal/credit-report-services	P.O. Box 2002 Allen, TX 75013 (888) 397-3742 www.experian.com/fraud/center.html	P.O. Box 2000 Chester, PA 19016 (800) 680-7289 www.transunion.com/fraud-victim-resource/place-fraud-alert