



HUNTON ANDREWS KURTH LLP
200 PARK AVENUE
NEW YORK, NY 10166-0005

TEL 212 • 309 • 1000
FAX 212 • 309 • 1100

LISA J. SOTTO
DIRECT DIAL: 212 • 309 • 1223
EMAIL: lsotto@HuntonAK.com

FILE NO: 081349.0000004

June 29, 2022

Via E-mail (idtheft@oag.state.md.us)

Office of the Attorney General
Attn: Security Breach Notification
200 St. Paul Place
Baltimore, MD 21202

To Whom It May Concern:

In accordance with Md. Code Ann., Com. Law § 14-3504, I am writing to notify you regarding the nature and circumstances of a recent data security issue.

Herbalife International of America, Inc. (“Herbalife” or the “Company”) recently learned that, between February and June 2022, an unauthorized party used the login credentials (i.e., email and password) of three of the Company’s members located in Maryland to access the members’ myherbalife accounts. Based on the Company’s investigation, the compromised credentials appear to have been taken from third parties independent of Herbalife and were not obtained as a result of a compromise of the Company’s systems. The unauthorized party used these stolen credentials to purchase Herbalife products with a credit card that was not associated with the members or their accounts. In addition, the unauthorized party may have accessed certain information in the members’ accounts, including name, phone number, postal address, date of birth, and Herbalife membership ID. The unauthorized party also changed the email address, password, and security question and answer associated with the members’ myherbalife accounts.

Promptly after learning of the issue, the Company took steps to determine its nature and scope. The Company retained a data security expert to conduct a forensic investigation. In addition, Herbalife locked the members’ accounts and forced a reset of the members’ passwords to help protect their myherbalife accounts. The Company continues to monitor for suspicious activity. To further help prevent this issue from reoccurring, the Company enabled multi-factor authentication (“MFA”) capabilities for myherbalife accounts of U.S. members, and is working on a process to implement a mandatory MFA requirement for such accounts.

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The Company is notifying 3 Maryland residents about this issue pursuant to Md. Code Ann., Com. Law § 14-3504. Attached for your reference is a copy of the notice being sent to the affected individuals. Please do not hesitate to contact me if you have any questions.

Very truly yours,

A handwritten signature in black ink that reads "Lisa J. Sotto". The signature is written in a cursive, flowing style.

Lisa. J. Sotto

Enclosure



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

June 30, 2022



i0423-L01-0000001 T00001 P001 *****SCH 5-DIGIT 12345
SAMPLE A SAMPLE - L01 IND - CREDENTIAL RESET
APT ABC
123 ANY STREET
ANYTOWN, ST 12345-6789



Dear Sample A. Sample:

We are writing to notify you of an issue that involves certain of your personal information. We recently learned that, between February and June 2022, an unauthorized party used the login credentials (*i.e.*, email and password) of certain of our members to access their myherbalife accounts. Based on our investigation, the compromised credentials appear to have been taken from third parties independent of Herbalife and were not obtained as a result of a compromise of our systems. The unauthorized party used these stolen credentials to purchase Herbalife products with a credit card that was not associated with you or your account. In addition, the unauthorized party may have accessed certain information in your account, including your name, phone number, postal address, date of birth, and Herbalife membership ID. The unauthorized party also may have changed the email address, password, and/or security question and answer that is associated with your myherbalife account.

Promptly after learning of the issue, we took steps to determine its nature and scope. In addition, we locked the accounts of potentially affected members and forced a password reset to help protect their myherbalife accounts. We continue to monitor for suspicious activity.

We are alerting you about this issue so you can take steps to help protect yourself, such as the following:

- Review your myherbalife account information, including the email address associated with your account, to ensure it is accurate.
- Change the security questions and answers associated with your myherbalife account.
- Change your credentials for any other online service if you used a username and password that are the same as or similar to those used for your myherbalife account.
- Monitor your myherbalife account for suspicious activity. If you believe that fraudulent activity has occurred on your account, please call us at (866) 866-4744 for support.
- Order a credit report. 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 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.



The attached Reference Guide provides information on recommendations by the U.S. Federal Trade Commission on the protection of personal information, and information regarding your rights in certain jurisdictions.

We regret any inconvenience this may cause you and we hope this information is useful to you. If you have any questions regarding this issue, please call (866) 866-4744, Monday through Friday, from 8:00 am to 5:00 pm Pacific Time.

Sincerely,

A handwritten signature in black ink, appearing to read 'ME Parisi', written in a cursive style.

Melissa E. Parisi
Vice President, Legal (Privacy Counsel)

Reference Guide

We encourage you to take the following steps:

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 Maryland Residents. You can obtain information from the Maryland Office of the Attorney General about steps you can take to avoid identity theft. You may contact the Maryland Attorney General at:

Maryland Office of the Attorney General
Consumer Protection Division
200 St. Paul Place
Baltimore, MD 21202
(888) 743-0023 (toll-free in Maryland)
(410) 576-6300
www.marylandattorneygeneral.gov

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>



