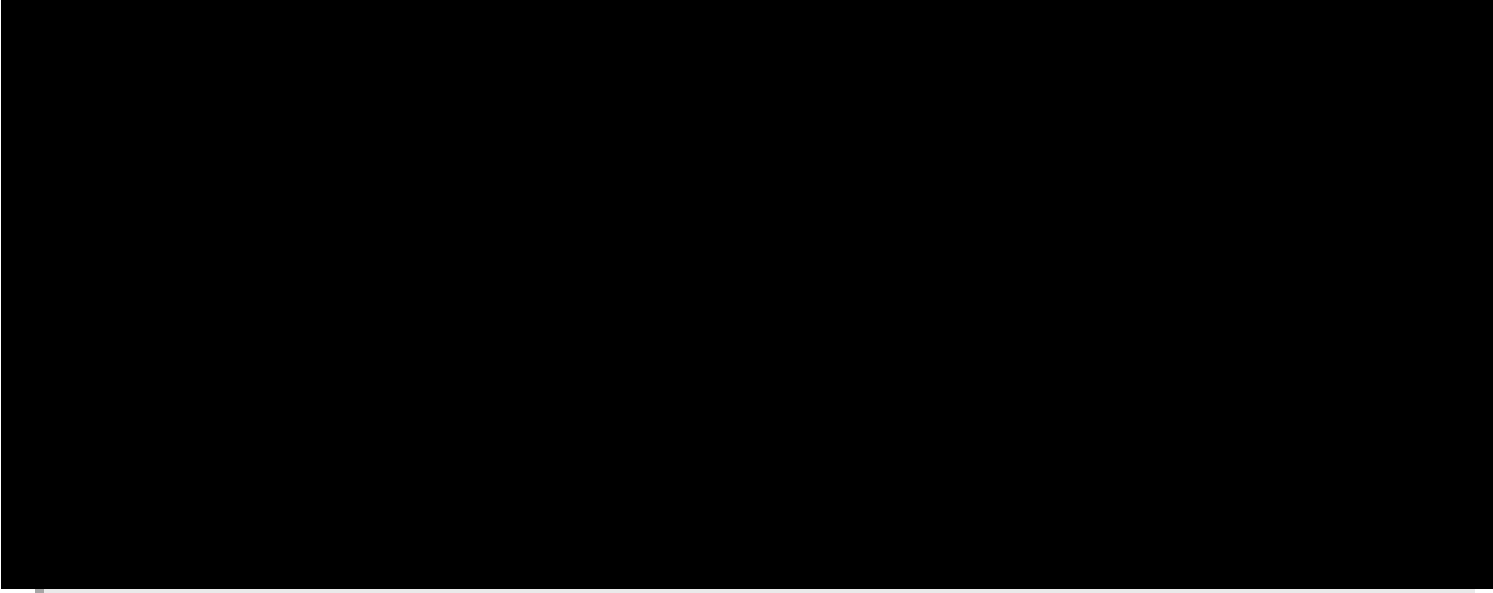




To: Office of the Attorney General
ATTN: Security Breach Notification

Dear Sir or Madam,

On behalf of Kiss Nail Products, Inc. and its affiliates Ivy Enterprises, Inc., Red Beauty, Inc., AST Systems, LLC, and Kiss Distribution Corp. (collectively “Kiss Products” or the “Company”), we write to inform you of a security incident that affected the personal information of a single Louisiana resident. Kiss Products was the victim of a cyber-attack beginning on September 28, which it discovered approximately a week later. The hackers who targeted the Company were able to gain access to some of its computing systems, including a system where personal information was stored. Kiss Products became aware of the incident on October 3, 2022, following which it reported the matter to law enforcement and launched an investigation, which included hiring outside firms expert in responding to this type of incident. Working in collaboration with those firms, it identified what data had likely been acquired by that organization. That investigation revealed potential unauthorized access to the Social Security numbers of three Maryland residents.

Written notice will be provided to these individual by postal mail sent on March 17, 2023, and Kiss Products has offered free access to Experian’s IdentityWorks identity theft protection product to the individual for 24 months. A copy of the template notification letter sent to these individuals is attached to this email.

Kiss Products has taken substantial steps to prevent recurrence of this type of incident. Specifically, Kiss Products has changed passwords, implemented multi-factor authentication, revised policies and procedures, retrained workforce members, rebuilt affected systems, upgraded endpoint managed detection and response services; deployed additional network security devices and intrusion detection and protection systems, web traffic filtering and data loss protection system; consolidated NAS system upgrade and disaster recovery solutions; implemented additional network segregation between server network and user network using physical firewall devices; and added additional email security protection.

Sincerely,

David M. Hirschberg
DEMARCO LAW, PLLC
99 Park Avenue, Suite 1100
New York, NY 10016
dmh@demarcolaw.com

Disclaimer

The information contained in this communication from the sender is confidential. It is intended solely for use by the recipient and others authorized to receive it. If you are not the recipient, you are hereby notified that any disclosure, copying, distribution or taking action in relation of the contents of this information is strictly prohibited and may be unlawful.

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Kiss Products, Inc.

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

March 17, 2023

i9848-L01-0000001 T00001 P001 *****SCH 5-DIGIT 12345



SAMPLE A SAMPLE - L01 INDIVIDUAL

APT ABC

123 ANY STREET

ANYTOWN, ST 12345-6789



RE: Important Security Notification. Please read this entire letter.

Dear Sample A. Sample:

On behalf of Kiss Nail Products, Inc. and its affiliates Ivy Enterprises, Inc., Red Beauty, Inc., AST Systems, LLC, and Kiss Distribution Corp. (collectively "Kiss Products" or the "Company"), I write to inform you of a security incident that affected some of the Company's files containing personal information which were stored on a single server. As you may already be aware, Kiss Products was the victim of a cyber-attack beginning on September 28, which we discovered approximately a week later. The hackers who targeted us were able to gain access to some of our computing systems, including a system where we stored data containing personal information. We are writing you now because we want to make sure you are aware of potential threats to the confidentiality of your personal information and so that we can provide you with tools to protect yourself from the possibility of identity theft.

On October 3, 2022, Kiss Products became aware that it had been attacked by a criminal organization that had deployed ransomware on Company systems and had stolen data – including some personal information about some employees – from those systems. Following the attack, the Company reported the matter to law enforcement and launched an investigation, which included hiring outside firms expert in responding to this type of incident. Working in collaboration with those firms, we have identified what data had likely been acquired by that organization. Having now completed that investigation, we are writing to you because we believe that certain personal information concerning you was implicated in this incident. Specifically, the personal information about you that was accessible to or acquired by the criminal actor includes your [Extra1].

As a result of this incident, we have taken steps to help mitigate any harm that might result from the incident. Moreover, to prevent this from happening again, the Company has used the information learned in the course of this incident to implement additional safeguards to make this type of incident much less likely to occur in the future.

We take the protection and proper use of your personal information very seriously. At this time, we have no evidence that anyone has misused your personal information as a result of this cyber-attack. Nevertheless, in an abundance of caution, and because the actions of the hackers are unpredictable, we have engaged Experian to provide identity theft protection services to any of our employees who wishes to use them. We strongly encourage you to consider taking advantage of this offer if you do not already have this type of service. Please review the materials included with this letter describing Experian's services and ask any questions you may have about those services.

What we are doing to protect your information:

To help protect your identity, we are offering complimentary access to Experian IdentityWorksSM for 24 months.

If you believe there was fraudulent use of your information as a result of this incident and would like to discuss how you may be able to resolve those issues, please reach out to an Experian agent. 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 from

0000001



the date of the incident (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 Identity Restoration 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.

While identity restoration assistance is immediately available to you, we also encourage you to activate the fraud detection tools available through Experian IdentityWorks as a complimentary 24-month membership. This product provides you with superior identity detection and resolution of identity theft. To start monitoring your personal information, please follow the steps below:

- Ensure that you **enroll by May 31, 2023** (Your code will not work after this date.)
- **Visit** the Experian IdentityWorks website to enroll: www.experianidworks.com/credit
- Provide your **activation code: ABCDEFGHI**

If you have questions about the product, need assistance with Identity Restoration that arose as a result of this incident or would like an alternative to enrolling in Experian IdentityWorks online, please contact Experian's customer care team at **1-877-890-9332**, 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) by **May 31, 2023**. Be prepared to provide engagement number **B084979** as proof of eligibility for the Identity Restoration services by Experian.

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.¹
- **Credit Monitoring:** Actively monitors Experian file for indicators of fraud.
- **Identity Restoration:** Identity Restoration specialists 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.
- **\$1 Million Identity Theft Insurance²:** Provides coverage for certain costs and unauthorized electronic fund transfers.

What You Can Do:

Please review the enclosed *Information about Identity Theft Protection* for additional information on how to protect against identity theft and fraud. You may also take advantage of the complimentary identity protection services being offered.

We sincerely apologize for this incident and regret any inconvenience it may cause you. Should you have questions or concerns regarding this matter, please do not hesitate to contact me at (516) 941-3441 or david.chung@kissusa.com.

Sincerely,

David Chung
Legal Counsel

¹ Offline members will be eligible to call for additional reports quarterly after enrolling.

² 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.

Information about Identity Theft Protection

Monitor Your Accounts

We recommend that you regularly review statements from your accounts and periodically obtain your credit report from one or more of the national credit reporting companies. You may obtain a free copy of your credit report online at www.annualcreditreport.com, by calling toll-free 1-877-322-8228, or by mailing an Annual Credit Report Request Form (available at www.annualcreditreport.com) to Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA, 30348-5281. You may also purchase a copy of your credit report by contacting one or more of the three national credit reporting agencies listed below.

Equifax®
P.O. Box 740241
Atlanta, GA 30374-0241
1-800-685-1111
www.equifax.com

Experian
P.O. Box 9701
Allen, TX 75013-9701
1-888-397-3742
www.experian.com

TransUnion®
P.O. Box 1000
Chester, PA 19016-1000
1-800-916-8800
www.transunion.com

When you receive your credit reports, review them carefully. Look for accounts or creditor inquiries that you did not initiate or do not recognize. Look for information, such as home address and Social Security number that is not accurate. If you see anything you do not understand, call the credit reporting agency at the telephone number on the report.

Credit Freeze

You have the right to put a security freeze, also known as a credit freeze, on your credit file, so that no new credit can be opened in your name without the use of a Personal Identification Number (PIN) that is issued to you when you initiate a freeze. A credit freeze is designed to prevent potential credit grantors from accessing your credit report without your consent. If you place a credit freeze, potential creditors and other third parties will not be able to access your credit report unless you temporarily lift the freeze. Therefore, using a credit freeze may delay your ability to obtain credit. Pursuant to federal law, you cannot be charged to place or lift a credit freeze on your credit report. Should you wish to place a credit freeze, please contact all three major consumer reporting agencies listed below.

Equifax
P.O. Box 105788
Atlanta, GA 30348-5788
1-800-685-1111
www.equifax.com/personal/credit-report-services

Experian
P.O. Box 9554
Allen, TX 75013-9554
1-888-397-3742
www.experian.com/freeze/center.html

TransUnion
P.O. Box 2000
Chester, PA 19016-2000
1-800-916-8800
www.transunion.com/credit-freeze

You must separately place a credit freeze on your credit file at each credit reporting agency. The following information should be included when requesting a credit freeze:

- 1) Full name, with middle initial and any suffixes;
- 2) Social Security number;
- 3) Date of birth (month, day, and year);
- 4) Current address and previous addresses for the past five (5) years;
- 5) Proof of current address, such as a current utility bill or telephone bill;
- 6) Other personal information as required by the applicable credit reporting agency;

If you request a credit freeze online or by phone, then the credit reporting agencies have one (1) business day after receiving your request to place a credit freeze on your credit file report. If you request a lift of the credit freeze online or by phone, then the credit reporting agency must lift the freeze within one (1) hour. If you request a credit freeze or lift of a credit freeze by mail, then the credit agency must place or lift the credit freeze no later than three (3) business days after getting your request.

Fraud Alerts

You also have the right to place an initial or extended fraud alert on your file at no cost. An initial fraud alert lasts 1-year and is placed on a consumer's credit file. Upon seeing a fraud alert display on a consumer's credit file, a business is required to take steps to verify the consumer's identity before extending new credit. If you are a victim of identity theft, you are entitled to an extended fraud alert, which is a fraud alert lasting 7



years. Should you wish to place a fraud alert, please contact any one of the agencies listed below. The agency you contact will then contact the other two credit agencies.

Equifax
P.O. Box 105788
Atlanta, GA 30348-5788
1-888-766-0008
[www.equifax.com/personal/
credit-report-services](http://www.equifax.com/personal/credit-report-services)

Experian
P.O. Box 9554
Allen, TX 75013-9554
1-888-397-3742
[www.experian.com/
fraud/center.html](http://www.experian.com/fraud/center.html)

TransUnion
P.O. Box 2000
Chester, PA 19016-2000
1-800-916-8800
[www.transunion.com/fraud-
victim-resource/place-fraud-alert](http://www.transunion.com/fraud-victim-resource/place-fraud-alert)

Monitor Your Personal Health Information

If applicable to your situation, we recommend that you regularly review the explanation of benefits statement that you receive from your insurer. If you see any service that you believe you did not receive, please contact your insurer at the number on the statement. If you do not receive the regular explanation of benefits statements, contact your provider and request them to send such statements following the provision of services in your name or number.

You may want to order copies of your credit reports and check for any medical bills that you do not recognize. If you find anything suspicious, call the credit reporting agency at the phone number on the report. Keep a copy of this notice for your records in case of future problems with your medical records. You may also want to request a copy of your medical records from your provider, to serve as a baseline. If you are a California resident, we suggest that you visit the website of the California Office of Privacy Protection at www.privacy.ca.gov to find more information about your medical privacy.

Additional Information

You can further educate yourself regarding identity theft and the steps you can take to protect yourself, by contacting your state Attorney General or the Federal Trade Commission. Instances of known or suspected identity theft should be reported to law enforcement, your Attorney General, and the FTC.

The Federal Trade Commission
600 Pennsylvania Avenue, NW
Washington, DC 20580
1-877-ID-THEFT (1-877-438-4338)
TTY: 1-866-653-4261
www.ftc.gov/idtheft

For Connecticut Residents, the Connecticut Attorney General's Office may be contacted at, 165 Capitol Avenue, Hartford, CT 06106, 1-860-808-5318, www.ct.gov/ag.

For Maryland residents, the Maryland Attorney General may be contacted at: 200 St. Paul Place, 16th Floor, Baltimore, MD 21202; 1-410-528-8662 or 1-888-743-0023; and www.oag.state.md.us.

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

For North Carolina residents, the North Carolina Attorney General may be contacted at: 9001 Mail Service Center, Raleigh, NC 27699-9001; 1-877-566-7226 or 1-919-716-6000; and www.ncdoj.gov.

For Rhode Island residents, the Rhode Island Attorney General may be reached at: 150 South Main Street, Providence, RI 02903; www.riag.ri.gov; and 1-401-274-4400. Under Rhode Island law, you have the right to obtain any police report filed in regard to this incident.

For Vermont Residents, if you do not have internet access but would like to learn more about how to place a security freeze on your credit report, contact the Vermont Attorney General's Office at 802-656- 3183 (800-649- 2424 toll free in Vermont only).