



20 Church Street
20th Floor
Hartford, CT 06103
Telephone: 860-525-5065
Fax: 860-955-1145
www.lockelord.com

Theodore P. Augustinos
Direct Telephone: 860-541-7710
Direct Fax: 888-325-9082
ted.augustinos@lockelord.com

June 5, 2024

By Email

Office of the Attorney General

Re: Bimbo Bakeries: Notice of Security Incident

To the Office of the Attorney General:

Pursuant to Md. Code Ann., Com. Law. § 14-3501, we hereby provide notice of a security breach on behalf of Bimbo Bakeries USA, Inc. and its affiliate Bimbo Foods Bakeries Distribution, LLC (collectively "Bimbo Bakeries"). This incident affected the personal information of 17 residents of Maryland. The affected residents will receive notice in the form of the enclosed template on or about June 6, 2024, which includes an offer of credit monitoring services as described therein.

What Happened

On February 13, 2024, an affiliate of Bimbo Bakeries detected that an unauthorized third party gained remote access to a portion of the network used to process information for Bimbo Bakeries and its affiliates. An investigation confirmed that on February 13, 2024, the unauthorized third party accessed a portion of the network used to process information for Bimbo Bakeries and its affiliates, including one server used to process personal information of employees and vendors of Bimbo Bakeries, and obtained certain files containing personal information.

Bimbo Bakeries is not aware of any reports of misuse of personal information as a direct result of this incident.

What Information Was Involved

Following an extensive review and analysis of the potentially impacted data, Bimbo Bakeries discovered that this data may have included affected individuals' names, Social Security numbers, and dates of birth. Financial account information and credit card numbers were not involved in this incident.

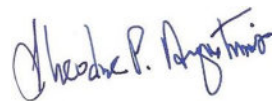
What Bimbo Bakeries is Doing

Upon detection, Bimbo Bakeries and its affiliates took immediate steps to block the unauthorized access and to investigate the incident with the support of leading outside cybersecurity experts. Bimbo Bakeries and its affiliates deployed additional security measures and tools with the guidance of third party experts to strengthen the ongoing security of its network. Law enforcement was also notified about the incident. Bimbo Bakeries is offering affected individuals free membership in identity monitoring services through Experian for 24 months.

As required by Md. Code Ann., Com. Law. § 14-3501, Bimbo Bakeries is providing notice of this incident to the affected Maryland residents by mail beginning on or about June 6, 2024, using the enclosed template notification letter. On Bimbo Bakeries' behalf, we are providing notice of this incident to appropriate agencies in other jurisdictions as required by applicable law.

Please do not hesitate to contact me with any questions related to this matter.

Sincerely,

A handwritten signature in blue ink that reads "Theodore P. Augustinos". The signature is written in a cursive, flowing style.

Theodore P. Augustinos



**BIMBO FOODS BAKERIES
DISTRIBUTION, LLC**

[Return Address Line 1]
[Return Address Line 2]

[Insert Recipient's Name]
[Insert Address]
[Insert City, State, Zip]

[Date]

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

Dear [First Name] [Last Name]:

Bimbo Foods Bakeries Distribution, LLC ("BFBD") writes to inform you of a security incident that impacted your personal information. BFBD discovered unauthorized access to certain of its systems that compromised the security of your personal information, including your Social Security number.

What Happened? On February 13, 2024, an affiliate of BFBD detected that an unauthorized third party gained remote access to a portion of the network used to process information for BFBD and its affiliates, including one server used to process personal information of employees and vendors of BFBD. Upon detection, immediate steps were taken to block the unauthorized access and to investigate the incident with the support of leading outside cybersecurity experts. Law enforcement was notified. The investigation determined that on February 13, 2024, the unauthorized third party obtained certain files containing personal information.

What Information Was Involved? Your impacted information included your name and social security number.

What Are We Doing? BFBD is offering identity monitoring services through Experian for two years, at no cost to you. To take advantage of these free identity monitoring services, please follow the instructions below. You must activate within 90 days after the mailing date of this letter to receive these services.

In addition to these actions, BFBD and its affiliates deployed additional security measures and tools with the guidance of third-party experts to strengthen the ongoing security of its network.

What Can You Do? BFBD is not aware of any misuse of your information. Your financial information, such as financial account information or credit card numbers, was not involved in this incident. It is always advisable to remain vigilant against attempts at identity theft or fraud, which includes carefully reviewing online and financial accounts, credit reports, and Explanations of Benefits ("EOBs") from your health insurers for suspicious activity. This is a best practice for all individuals. If you identify suspicious activity, you should contact the company that maintains the account on your behalf.

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 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 [##] 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 [##]-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** [Enrollment End Date] (Your code will not work after this date.)
- **Visit** the Experian IdentityWorks website to enroll: [Enrollment URL]
- Provide your **activation code**: [Activation Code]

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 [Experian TFN] by [Enrollment End Date]. Be prepared to provide engagement number [B#####] 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.*
- **Credit Monitoring:** Actively monitors Experian, Equifax and Transunion files 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 Insurance**:** Provides coverage for certain costs and unauthorized electronic fund transfers.

For More Information. BFBD has established a dedicated call center to answer questions. If you have any questions regarding this incident or the services available to you, please call [Experian TFN] Monday through Friday from [call center hours of operation], excluding major U.S. holidays. Callers who are deaf, hard-of-hearing, or speech-disabled may utilize their TeleTYpewriter (TTY) or Telecommunication Device (TDD) to access an operator at 1-XXX-XXX-XXXX.

We sincerely apologize for any inconvenience or concern this situation may cause. Again, we want to reassure you that we have taken steps to improve the security of personal information entrusted to us.

Sincerely,

Craig H. Pizer
Vice President & General Counsel
Bimbo Foods Bakeries Distribution, LLC

* 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.

There are a number of steps you should consider to guard against identity theft.

Review Your Account Statements and Credit Report: It is recommended that you remain vigilant for incidents of fraud and identity theft by regularly reviewing your account statements and monitoring your credit reports. Report any fraudulent transactions to the creditor or credit reporting agency from whom you received the statement or report. You may obtain a free copy of your credit report from each credit reporting agency once every 12 months, whether or not you suspect any unauthorized activity on your account, by visiting <https://www.annualcreditreport.com>, calling toll-free 877-322-8228, or by completing an Annual Credit Report Request Form available at that website and mailing it to: Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348-5281. You may also purchase a copy of your credit report at any time by contacting any one or more of the national credit reporting agencies listed below.

Equifax

P.O. Box 740241
Atlanta, Georgia 30374

www.equifax.com

1-800-685-1111 Credit Reports

1-888-766-0008 Fraud Alert

1-800-685-1111 Security Freeze

Experian

P.O. Box 2002
Allen, TX 75013

www.experian.com

1-888-397-3742 Credit Reports

1-888-397-3742 Fraud Alert

1-888-397-3742 Security Freeze

TransUnion (FVAD)

P.O. Box 105281
Atlanta, GA 30348-5281

www.transunion.com

1-800-888-4213 Credit Reports

1-800-680-7289 Fraud Alert

1-800-680-7289 Security Freeze

Federal Trade Commission (FTC) and State Resources: General guidance on protecting yourself from identity theft is available from the Federal Trade Commission, Consumer Response Center, 600 Pennsylvania Ave. NW, Washington D.C. 20580, by phone at 877-ID-THEFT (438-4338), and/or from the FTC website at <http://www.ftc.gov/bcp/edu/microsites/idtheft>. In many states, additional information is also available from your state's Attorney General's Office. Consumers have the right to file a police report if they ever experience identity theft or fraud and obtain a copy of it. Please note that in order to file a report with law enforcement for identity theft, consumers will likely need to provide some proof that they have been a victim. Instances of known or suspected identity theft should also be reported to law enforcement and the relevant state Attorney General.

Fraud Alerts and Security Freezes: You may obtain information about fraud alerts and security freezes (also referred to as credit freezes), including how to place a fraud alert or security freeze, from the Federal Trade Commission or credit reporting agencies at the contact information provided above. However, be aware that a fraud alert or security freeze may interfere with or delay legitimate requests for credit approval. There is no charge to place or lift a security freeze. You'll need to supply your name, address, date of birth, Social Security number and other personal information in order to place a security freeze on your credit.

For residents of Massachusetts:

State law advises you that you have the right to obtain a police report. The consumer reporting agencies may require that you provide certain personal information (such as your name, Social Security number, date of birth, and address) and proper identification (such as a copy of a government-issued ID card and a bill or statement) prior to honoring your request to place a security freeze on your account, as described above.

For residents of New Mexico:

You have rights under the federal Fair Credit Reporting Act ("FCRA"). These include, among others, the right to know what is in your file; to dispute incomplete or inaccurate information; and to have consumer reporting agencies correct or delete inaccurate, incomplete, or unverifiable information. For more information about the FCRA, please visit https://files.consumerfinance.gov/f/201504_cfpb_summary_your-rights-under-fcra.pdf or www.ftc.gov.

For residents of New York:

To contact the New York Attorney General; (800) 771-7755 or <https://ag.ny.gov/>; To contact the Bureau of Internet and Technology (BIT); (212) 416-8433 or <https://ag.ny.gov/about/about-office/economic-justice-division#internet-technology>

For residents of Rhode Island:

To contact the Rhode Island Attorney General; (401) 274-4400 or check <http://www.riag.ri.gov/home/ContactUs.php>

For residents of Iowa:

State law advises you to report any suspected identity theft to law enforcement or to the Attorney General.

For residents of Oregon:

State law advises you to report any suspected identity theft to law enforcement, as well as the FTC and the Attorney General

For residents of Maryland, North Carolina and the District of Columbia:

You can obtain information from the Maryland, North Carolina, and District of Columbia Offices of the Attorney General about steps you can take to avoid identity theft.

Maryland Office of the Attorney General

Consumer Protection Division

200 St. Paul Place

Baltimore, MD 21202

1-888-743-0023

www.oag.state.md.us

North Carolina Office of the Attorney General

Consumer Protection Division

9001 Mail Service Center

Raleigh, NC 27699-9001

1-877-566-7226

www.ncdoj.co

Office of the Attorney General for the District of Columbia

400 6th Street NW

Washington, D.C. 20001

(202)727-3400

www.oag.dc.gov