

<Date>

<Full name>
<Street address>
<City>, <State> <Zip>

Notice of Suspected Misuse of Your Data

Dear <Full name>,

We, Assurance IQ, LLC (“Assurance”), write to inform you of a recent data security incident that may have involved information about you. Assurance guides consumers through the process of finding and choosing the right insurance that fits their needs. As you may recall, you previously purchased or shopped for insurance through an Assurance agent or on one of Assurance’s websites. Please read this letter because it describes: (i) the incident and the information involved; (ii) what we did after we learned of it; and (iii) what you can do.

What Happened?

[VERSION FOR POLICY HOLDERS + POLICYHOLDERS WITH BENEFICIARY INFORMATION IMPACTED: On February 12, 2024, we learned that an Assurance contracted agent violated our policies by inappropriately using their credentials to access our agent systems and share certain information about you for an unauthorized use. We believe the information was used to attempt to solicit customers like yourself to cancel their current life insurance policy and purchase a new policy.

Our investigation revealed that the incident may have involved information about you described below. This agent’s inappropriate use of your information may have occurred between **April 1, 2022** and January 11, 2024.]

[VERSION FOR CUSTOMERS WITHOUT A POLICY: On February 12, 2024], we learned that an Assurance contracted agent violated our policies by inappropriately using their credentials to access our agent systems and share certain information about you for an unauthorized use

Our investigation revealed that the incident may have involved information about you described below. This agent’s inappropriate use of your information may have occurred between **April 1, 2022** and January 11, 2024.]

What Information Was Involved?

[VERSION FOR POLICY HOLDERS: This incident involved information related to you previously purchasing or shopping for life insurance through Assurance, potentially including: your name, date of birth, gender, address, income, occupation, height, weight, life insurance policy number, life insurance plan or product type and coverage amounts, and where available, health condition information you told us about (such as tobacco usage or specific medical conditions).]

[VERSION FOR POLICYHOLDERS WITH BENEFICIARY INFORMATION IMPACTED: This incident involved information related to you previously purchasing or shopping for life insurance through Assurance, potentially including: your name, date of birth, gender, address, income, occupation, height, weight life insurance policy number, life insurance plan or product type and coverage amounts, and where available, health condition information you told us about (such as tobacco usage or specific medical

conditions). It also potentially included information about your insurance beneficiary, such as their relationship, date of birth and zip code.]

[VERSION FOR CUSTOMERS WITHOUT A POLICY: This incident involved information related to you previously shopping for life insurance through an Assurance agent or on one of Assurance's websites, including: your name, date of birth, gender, address, income, occupation, height and weight.]

What We Are Doing.

Upon discovering the incident, we took prompt steps to investigate the incident, disable the agent's access to our network and terminate the agent's contract with us. We have enhanced our monitoring and access controls and continue to explore additional measures to safeguard your data.

We have reported this incident to law enforcement and are providing you with this notification and recommendations to help protect information about you. Kroll has been engaged by Assurance to assist with providing you information about this potential incident. Kroll is a global leader in risk mitigation and response, and their team has extensive experience helping people who have sustained potential exposure of information.

What You Can Do.

We encourage you to review the attached Reference Guide, which provides recommendations on how you can help protect information about you. [The Reference Guide includes details on how to learn about identity theft, order and review your free credit report, report identity theft or fraud, place fraud alerts or security freezes on your credit file, and take advantage of state-specific resources.]

For More Information.

If you have questions about this incident, you can contact us by calling <toll-free phone number>.

On behalf of Assurance, we sincerely regret any concern or inconvenience this matter may cause you and appreciate your patience and understanding. We want to stress that keeping personal data safe and secure is very important to Assurance and will continue to be a priority moving forward.

Sincerely,

Dmitry Guyvoronsky
Chief Information Security Officer
Assurance IQ, LLC
920 Fifth Ave, Ste 3600
Seattle, WA 98104

Reference Guide

Please review the information below and consider taking the steps noted.

Order And Review Your Free Credit Report. You can remain vigilant by monitoring your free credit report, which you can order at www.annualcreditreport.com, by calling toll-free at 1-877-322-8228, or by completing the Annual Credit Report Request Form on the U.S. Federal Trade Commission’s (“FTC’s”) website at <https://consumer.ftc.gov/articles/free-credit-reports/> and mailing 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, or inaccuracies in information about you. If you see anything inaccurate or that you do not understand, contact the consumer reporting agency.

Report Identity Theft or Fraud. You can remain vigilant by reviewing financial account statements for fraudulent transactions or identity theft. If you detect any unauthorized transactions in a financial account, promptly notify your financial institution. If you detect any incident of identity theft, promptly report the incident to law enforcement, the FTC, and your state Attorney General.

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, 1-877-438-4338, www.ftc.gov/idtheft/ and www.identitytheft.gov.

Fraud Alerts on Your Credit File. To help protect yourself from possible identity theft, consider placing a fraud alert on your credit file. You can place a fraud alert on your credit report by calling any one of the toll-free numbers provided below. For more information on fraud alerts, you can contact the consumer reporting agencies listed below or the FTC.

Equifax	Equifax Information Services LLC P.O. Box 740241 Atlanta, GA 30374	1-800-685-1111* 1-800-525-6285† 1-888-298-0045‡	www.equifax.com
Experian	Experian Inc. P.O. Box 9554 Allen, TX 75013	1-888-397-3742*‡ 1-800-311-4769†	www.experian.com
TransUnion	TransUnion Consumer Solutions P.O. Box 2000 Chester, PA 19016	1-800-909-8872* 1-800-680-7289† 1-800-916-8800‡	www.transunion.com

*General information

†Fraud alert information

‡Security freeze information

Security Freezes on Your Credit File. You have the right to place a “security 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. A security freeze must be placed on your credit file at each consumer reporting agency individually. For more information on security freezes, you can contact the consumer reporting agencies listed above or the FTC. As the instructions and fees (if any) for placing a security freeze differ from state to state, please contact the three nationwide consumer reporting agencies to find out more information. Placing a security freeze is free at the three nationwide

consumer reporting agencies. Other credit reporting companies, for example employment or tenant screening companies, may charge a fee to place a security freeze based on your state laws. The consumer reporting agencies may require proper identification prior to honoring your request. For example, you may be asked to provide: your full legal name, Social Security Number, date of birth, addresses where you have lived in the past five years, copies of government-issued identification cards, and proof of your current address.

[[For Maryland Residents. You can obtain information about avoiding identity theft from 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) 528-8662, www.marylandattorneygeneral.gov.]]

[[For Rhode Island Residents. You can obtain information about avoiding identity theft from the Rhode Island Office of the Attorney General at: Rhode Island Office of the Attorney General, Consumer Protection Unit, 150 South Main Street, Providence, RI 02903, (401) 274-4400, www.riag.ri.gov. Data on <number> Rhode Island residents were involved in this incident. You have the right to obtain a police report, and to request a security freeze (charges may apply), as described above.]]

[[For Washington, D.C. Residents. You can obtain information about avoiding identity theft from the Office of the Attorney General for the District of Columbia at: Office of the Attorney General for the District of Columbia, Office of Consumer Protection, 400 6th Street NW, Washington, D.C. 20001, (202) 442-9828, www.oag.dc.gov. You have the right to request a security freeze (without any charge) as described above.]]