

Dear [Name],

We write to inform you of a recent security incident at our third-party email vendor that involved information relating to you.

Like many organizations, Audience Rewards uses a third-party vendor to send promotional emails to its members. On July 10, 2022, our vendor, WordFly, experienced disruption of its network caused by a ransomware incident. WordFly alerted Audience Rewards about the incident on July 11. At that time, WordFly indicated that there was no evidence that any information relating to any Audience Rewards members had been impacted.

WordFly promptly engaged digital forensics and cybersecurity experts to investigate the incident and restore its systems. On July 14, WordFly notified us that information relating to some of Audience Rewards' members may have been exported by the attackers as a result of the incident. Through our investigation into the incident and communications with WordFly, Audience Rewards has learned that the information exported could have included your first and last name, email address, city, state, zip code, Audience Rewards member ID number, and date of birth. WordFly shared with us it has worked with the attackers and believe that the information has been deleted and there will be no further use of the information.

We are continuing to monitor the situation with WordFly and will update you if we learn anything material regarding the information that was exported. But we want to reassure you that this incident did not impact Audience Rewards' systems and that we only use WordFly's services to facilitate email communications. No credit card or other financial information was ever collected or shared with WordFly. Nevertheless, if you are concerned about identity theft, we have information on steps you can take to help protect yourself at the end of this email.

Audience Rewards takes this incident and the protection of your personal information very seriously. We regret that this incident occurred and any inconvenience or concern it may have caused you. If you have any questions regarding this matter, please do not hesitate to contact Audience Rewards customer service at 866-313-9635 M-F 10am-5pm ET.

Sincerely, The Audience Rewards team

Steps to Protect Against Identity Theft

Placing a Fraud Alert on Your Credit File, Free of Charge. You can place an initial one-year "Fraud Alert" on your credit files, which can be done at no charge. A fraud alert tells creditors to contact you personally before they open any new accounts. To activate a fraud alert, contact any one of the three major credit reporting agencies at the numbers listed below. As soon as one credit reporting agencies confirms your fraud alert, they will notify the others.

Equifax	Experian	TransUnion LLC
P.O Box 105069	P.O Box 2002	P.O Box 2000
Atlanta, GA 30348	Allen, TX	Chester, PA 19016
www.equifax.com	75013	www.transunion.com
(800) 525-6285	www.experian.com	(800) 680-7289
	(888) 397-3742	

Placing a Security Freeze on Your Credit File, Free of Charge. If you are very concerned about becoming a victim of fraud or identity theft, you may request a "Security Freeze" be placed on your credit file, again at no charge to you. A security freeze prohibits, with certain specific exceptions, the consumer reporting agencies from releasing your credit report or any information from it without your express authorization. You may place a security freeze on your credit file by contacting all three nationwide credit

reporting companies at the numbers below or by sending a request in writing to:

Equifax Security Freeze	Experian Security Freeze	TransUnion Security Freeze
P.O Box 105788	P.O. Box 9554	P.O Box 2000
Atlanta, GA 30348	Allen, TX 75013	Chester, PA 19016
www.equifax.com	www.experian.com	www.transunion.com
(800) 349-9960	(888) 397-3742	(800) 909-8872

Reporting Suspicious Activity. If you find suspicious activity on your credit reports or have reason to believe your information is being misused, call your local law enforcement agency and file a police report. Be sure to obtain a copy of the police report as many creditors will want the information it contains to absolve you of the fraudulent debts. You may also file a complaint with the FTC by contacting the agency on the web at www.ftc.gov/idtheft, by phone at 1-877-IDTHEFT (877) 438-4338, or by mailing the Federal Trade Commission, Consumer Response Center, 600 Pennsylvania Avenue, NW, Washington, DC 20580. Your complaint will be added to the FTC's Identity Theft Data Clearinghouse, where it will be accessible to law enforcement for their investigations.

Remain Vigilant. Remain vigilant by regularly reviewing your financial account statements and credit reports for errors or fraudulent or irregular activity.

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