<<Date>> (Format: Month Day, Year)

<<first_name>> <<middle_name>> <<last_name>> <<suffix>>
<<address_1>>
<<address_2>>
<<city>>, <<state_province>> <<postal_code>>
<<country>>

RE: Notice of Security Incident

Dear <<first_name>> <<middle_name>> <<last_name>> <<suffix>>,

I am writing on behalf of Bridgestone Americas, Inc. ("Bridgestone") to inform you of an incident that may have involved some of your personal information. This letter provides you with information about the steps Bridgestone has taken to further guard against the unauthorized disclosure and misuse of your personal information.

What Happened?
On 27 February 2022, Bridgestone experienced a security incident, which rendered some systems inoperable. Bridgestone immediately took steps to contain the incident and retained global cybersecurity professionals to conduct an extensive investigation of the incident. Based on our thorough and detailed investigation, forensic evidence indicates that, just prior to the incident described above, there were unauthorized exports of some data to an external cloud data storage platform. We initially believed these exports primarily affected Bridgestone business documents, but more recently we learned that they included a list of some current and former employees.

What Information Was Involved?
This list of current and former employees contained your name and date of birth. We have no evidence that this information has been used inappropriately. In fact, security professionals for Bridgestone have conducted daily threat intelligence scans, and to date, they have not identified any sensitive personal data from this incident being offered or sold online. Nevertheless, we wanted to notify you out of an abundance of caution and as required in your state.

What are We Doing?
We take the security of your personal information seriously. Therefore, upon discovering the incident, Bridgestone immediately took systems offline to help contain the incident, and we notified federal law enforcement. We are always working to enhance our cybersecurity protections, and we are now even more focused on implementing enhanced protections to prevent similar or other types of incidents. Enhanced measures include password changes across the company, additional deployment of advanced detection and response software, and enhanced logging, monitoring, and alerting capabilities.

To help relieve any concerns, we have secured the services of Kroll to provide identity monitoring at no cost to you for two years. Kroll is a global leader in risk mitigation and response, and their team has extensive experience helping people who have sustained an unintentional exposure of confidential data. Your identity monitoring services include Credit Monitoring, a Current Credit Report, Web Watcher, Public Persona, Quick Cash Scan, $1 Million Identity Fraud Loss Reimbursement, Fraud Consultation, and Identity Theft Restoration.

What Can You Do?
If you would like to activate your identity monitoring services, please follow the instructions in the section below titled *Activating Your Complimentary Identity Monitoring*. As always, please continue to be vigilant about the security of your personal accounts and monitor them for unauthorized activity. Please report any suspicious activity to appropriate law enforcement.

For More Information
Again, we take the security of your information seriously. Please review the enclosed attachment called *Preventing Identity Theft and Fraud* for more information about how to help protect against the potential misuse of your information. If you have additional questions, please contact us via Bridgestone America's email address at incidentinfo@bfusa.com.

Sincerely,

Taren Rodabaugh
Chief Information Officer

ACTIVATING YOUR COMPLIMENTARY IDENTITY MONITORING

Visit **https://enroll.krollmonitoring.com** to activate and take advantage of your identity monitoring services.

You have until <<b2b_text_6(activation deadline)>> to activate your identity monitoring services.

Membership Number: **<<Membership Number s_n>>**

For more information about Kroll and your Identity Monitoring services, you can visit info.krollmonitoring.com. Additional information describing your services is included with this letter.

KROLL

TAKE ADVANTAGE OF YOUR IDENTITY MONITORING SERVICES

You have been provided with access to the following services from Kroll:

Triple Bureau Credit Monitoring and Single Bureau Credit Report

Your current credit report is available for you to review. You will also receive alerts when there are changes to your credit data at any of the three national credit bureaus—for instance, when a new line of credit is applied for in your name. If you do not recognize the activity, you will have the option to call a Kroll fraud specialist, who will be able to help you determine if it is an indicator of identity theft.

Web Watcher

Web Watcher monitors internet sites where criminals may buy, sell, and trade personal identity information. An alert will be generated if evidence of your personal identity information is found.

Public Persona

Public Persona monitors and notifies when names, aliases, and addresses become associated with your Social Security number. If information is found, you will receive an alert.

Quick Cash Scan

Quick Cash Scan monitors short-term and cash-advance loan sources. You will receive an alert when a loan is reported, and you can call a Kroll fraud specialist for more information.

$1 Million Identity Fraud Loss Reimbursement

Reimburses you for out-of-pocket expenses totaling up to $1 million in covered legal costs and expenses for any one stolen identity event. All coverage is subject to the conditions and exclusions in the policy.

Fraud Consultation

You have unlimited access to consultation with a Kroll fraud specialist. Support includes showing you the most effective ways to protect your identity, explaining your rights and protections under the law, assistance with fraud alerts, and interpreting how personal information is accessed and used, including investigating suspicious activity that could be tied to an identity theft event.

Identity Theft Restoration

If you become a victim of identity theft, an experienced Kroll licensed investigator will work on your behalf to resolve related issues. You will have access to a dedicated investigator who understands your issues and can do most of the work for you. Your investigator will be able to dig deep to uncover the scope of the identity theft, and then work to resolve it.

Kroll's activation website is only compatible with the current version or one version earlier of Chrome, Firefox, Safari and Edge.

To receive credit services, you must be over the age of 18 and have established credit in the U.S., have a Social Security number in your name, and have a U.S. residential address associated with your credit file.

PREVENTING IDENTITY THEFT AND FRAUD

We encourage you to remain vigilant against incidents of identity theft and fraud, to review your account statements, and to monitor your credit reports for suspicious activity. Immediately report any suspicious activity to your bank or credit union. If you do find suspicious activity on your credit reports or other statements, call your local police or sheriff's office or state Attorney General and file a report of identity theft. You have a right to a copy of the police report, and you may need to give copies of the police report to creditors to clear up your records and also to access some services that are free to identity theft victims.

Under the U.S. Fair Credit Reporting Act and other laws, you have certain rights that can help protect yourself from identity theft. Many of these are explained in this document and at www.identitytheft.gov/ Know-Your-Rights. For example, you are entitled to one free credit report annually from each of the three major credit reporting bureaus. To order your free credit report, visit http://www.annualcreditreport.com or call toll-free, 1-877-322-8228. You may also contact the three major credit bureaus directly to request a free copy of your credit report.

At no charge, you can have these credit bureaus place a short-term or an extended "fraud alert" on your file that alerts creditors to take additional steps to verify your identity prior to granting credit in your name. Note, however, that because it tells creditors to follow certain procedures to protect you, it may also delay your ability to obtain credit while the agency verifies your identity. As soon as one credit bureau confirms your fraud alert, the others are notified to place fraud alerts on your file. Should you wish to place a fraud alert, or should you have any questions regarding your credit report, please contact any one of the agencies listed below.

General contact information for each agency:

Equifax	Experian	TransUnion
P.O. Box 105069	P.O. Box 9554	P.O. Box 2000
Atlanta, GA 30348-5069	Allen, TX 75013	Chester, PA 19016-2000
(866) 349-5191	888-397-3742	800-680-7289
www.equifax.com	www.experian.com	www.transunion.com

To add a fraud alert:

Equifax	(888) 202-4025, Option 6 or	https://www.equifax.com/personal/credit-report-services/credit-fraud-alerts/
Experian	(714) 830-7000, Option 1 or	https://www.experian.com/fraud/center.html
TransUnion	(800) 916-8800 or	https://www.transunion.com/fraud-alerts

You may also place a security freeze on your credit reports, free of charge. A security freeze, also known as a "credit freeze," prohibits a credit bureau from releasing any information from a consumer's credit report without the consumer's written authorization. However, please be advised that placing a security freeze on your credit report may delay, interfere with, or prevent the timely approval of any requests you make for new loans, credit mortgages, employment, housing, or other services. But unlike a fraud alert, you must separately place a security freeze on your credit file at **each** bureau. You can use the following addresses and contact information to place a security freeze with each major credit bureau:

Equifax Security Freeze. 1-800-685-1111. P.O. Box 1057881, Atlanta, GA 30348-0241. www.equifax.com/personal/credit-report-services/credit-freeze/;

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

TransUnion. 1-800-680-7289. Fraud Victim Assistance Division, P.O. Box 2000, Chester, PA 19022-2000. www.transunion.com/credit-freeze

The Federal Trade Commission also provides additional information about credit freezes here: https://www.consumer.ftc.gov/articles/0497-credit-freeze-faqs.

In order to request a security freeze, you may need to supply your full name (including middle initial, as well as Jr., Sr., II, III, etc.), date of birth, Social Security number, all addresses for up to five previous years, email address, a copy of your state identification card or driver's license, and a copy of a utility bill, bank or insurance statement, or other statement to show proof of your current address. If you are a victim of identity theft, include a copy of the police report, investigative report, or complaint to a law enforcement agency concerning your identity theft.

The credit reporting agencies must place a security freeze on your credit report within one (1) business day after receiving a request by phone or secure electronic means, and within (3) business days after receiving your request by mail. The credit bureaus must then send written confirmation to you within five (5) business days of placing the security freeze, along with information about how to remove or lift the security freeze in the future.

You can further educate yourself regarding identity theft, fraud alerts, freezes, and the steps you can take to protect yourself by contacting the Federal Trade Commission or your state Attorney General. The Federal Trade Commission encourages those who discover their information has been misused to file a complaint with them. Instances of known or suspected identity theft should be reported to law enforcement or your state Attorney General as well.

The Federal Trade Commission can be reached at:

Federal Trade Commission
Consumer Resource Center
600 Pennsylvania Avenue NW
Washington, DC 20580
1-877-ID-THEFT (1-877-438-4338)
TTY: 1-866-653-4261
www.identitytheft.gov or www.ftc.gov

OTHER IMPORTANT INFORMATION

You may also file a report with your local police or the police in the community where any identity theft took place. Further, you are entitled to request a copy of the police report filed in that matter.