

UNITED TIME GROUP LLC
DBA ASHFORD.COM
30 Sherwood Lane Unit 11
Fairfield, NJ 07004

Secure Processing Center
P.O. Box 3826
Suwanee, GA 30024

Postal Endorsement Line

<<Name>>

<<Address 1>>

<<Address 2>>

<<City>>, <<State>> <<Zip>>

***Postal IMB Barcode

January 16, 2025

Dear <<Name>>,

We recently experienced a data incident which may have resulted in unauthorized access or acquisition of your personal information. We are sending this notice to you to provide information about the incident, and to let you know that we are not aware of any improper use of your personal information. We apologize for any inconvenience this may cause you.

What Happened

On November 4, 2024, we discovered a data incident that potentially involved your personal information. The incident resulted from unauthorized website access likely caused by unauthorized use of credentials which occurred between September 3-14 and between November 2-3.

What Information Was Involved

The data elements involved may have included names, addresses, and dates of birth. Based on our investigation, the incident did not involve Social Security numbers, financial account numbers, medical information, or government identifiers.

What We Are Doing

The company maintains comprehensive policies and procedures to safeguard sensitive personal information which includes truncating and/or encrypting such information as appropriate. Upon discovering the incident, we commenced an investigation working with our internal response team and our third-party IT service providers to secure our information systems and contain the effects of the incident. The company also retained a third party cyber security firm to thoroughly investigate the matter and verify our internal findings.

We treat all personal information in a confidential manner and are proactive in the careful handling of such information. Theft of data and similar incidents are difficult to prevent in all instances. We have reviewed our systems and we are making improvements where we can to minimize the chances of this happening again. For example, we have changed system passwords and updated security keys, strengthened system authentication methods, and improved system monitoring capabilities. We also reviewed and strengthened our system integrations where appropriate.

What You Can Do

While we are unaware of any misuse of personal information as a result of this incident, we outline below steps you can take to protect your identity and personal information.

In addition, we are offering identity theft protection services through Privacy Solutions at no cost to you. These identity theft protection services include twelve months of identity theft recovery services and credit monitoring. With this protection, you will have access to resources to help you resolve issues if your identity is compromised. To enroll in the credit monitoring services at no charge, please visit www.privacysolutions.com and enter the following activation code, <<Activation Code>>, to activate your membership and start monitoring your personal information. Please note the deadline to enroll is <<Enrollment Deadline>>.

For More Information

If you have questions or concerns, you should contact Eric Paul at the Company via email at EP@ashford.com or by phone at 212-813-1111. Again, we apologize for this situation and any inconvenience it may cause you.

Sincerely,
Eric Paul
Chief Information Officer

What You Should Do to Protect Your Personal Information

We recommend you remain vigilant and consider taking the following steps to avoid identity theft, obtain additional information, and protect your personal information:

- Order Your Free Credit Report at www.annualcreditreport.com, call toll-free at 877-322-8228, or complete the Annual Credit Report Request Form on the U.S. Federal Trade Commission's website at www.ftc.gov. When you receive your credit report, review the entire report carefully. Look for any inaccuracies and/or accounts you don't recognize and notify the credit bureaus as soon as possible in the event there are any.
- Place a Fraud Alert on Your Credit File. A fraud alert helps protect you against an identity thief opening new credit in your name. With this alert, when a merchant checks your credit history when you apply for credit, the merchant will receive a notice that you may be a victim of identity theft and to take steps to verify your identity. You also have the right to place a "security freeze" on your credit file. A security freeze generally will prevent creditors from accessing your credit file at the three nationwide credit bureaus without your consent. You can place a fraud alert or request a security freeze by contacting the credit bureaus. The credit bureaus may require that you provide proper identification prior to honoring your request.

Equifax, P.O. Box 740241, Atlanta, GA 30374, 1-888-685-1111, www.equifax.com,

Experian, P.O. Box 9532, Allen, TX 75013, 1-888-397-3742, www.experian.com,

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

- Remove your name from mailing lists of pre-approved offers of credit for approximately six months.
- If you aren't already doing so, please pay close attention to all bills and credit-card charges you receive for items you did not contract for or purchase. Review all of your bank account statements frequently for checks, purchases or deductions not made by you. Note that even if you do not find suspicious activity initially, you should continue to check this information periodically since identity thieves sometimes hold on to stolen personal information before using it.
- The Federal Trade Commission ("FTC") offers consumer assistance and educational materials relating to identity theft, privacy issues, and how to avoid identity theft. You may also obtain information about fraud alerts and security freezes from the consumer reporting agencies, your state Attorney General, and the FTC. If you detect any incident of identity theft or fraud, promptly report the incident to your local law enforcement authorities, your state Attorney General, and/or the Federal Trade Commission ("FTC"). You can learn more about how to protect yourself from becoming an identity theft victim (including how to place a fraud alert or security freeze) by contacting the FTC at 1-877-IDTHEFT (1-877-438-4338), or www.ftc.gov/idtheft. The mailing address for the FTC is: Federal Trade Commission, Consumer Response Center, 600 Pennsylvania Avenue, NW Washington, DC 20580.