# LOUIS VUITTON

Return Mail Processing PO Box 589 Claysburg, PA 16625-0589

August 22, 2025



N7805-L01-0000001 P001 T00001 \*\*\*\*\*\*\*\*SCH 5-DIGIT 12345 SAMPLE A SAMPLE - L01 APT ABC 123 ANY STREET ANYTOWN, ST 12345-6789

### **NOTICE OF DATA BREACH**

Dear Sample A. Sample,

At Louis Vuitton, we take the security of your personal information seriously. We are writing to inform you about a recent cybersecurity incident that involved some of your personal information. We are contacting you to describe the circumstances of the incident, including the types of information involved and steps you can take.

**What happened?** On July 2, 2025, Louis Vuitton became aware of a cybersecurity incident. Louis Vuitton promptly engaged leading third-party cybersecurity experts and took steps to investigate the incident. The investigation determined that an unauthorized party gained access to a database containing client data on June 7, 2025. The incident has been contained.

What information was involved? The data impacted varied by individual, but may have included: name, contact information, address, date of birth, and passport or, in a small number of cases, government ID number. Importantly, the database that was subject to unauthorized access did not contain payment information, including payment card or bank account information.

What are we doing? Louis Vuitton conducted an investigation with the support of leading cybersecurity experts and notified law enforcement. We are taking steps designed to enhance the security of our systems and to help prevent similar incidents in the future.

To help protect your identity, we are offering you a complimentary 24-month membership of Experian IdentityWorks<sup>SM</sup> credit monitoring, fraud resolution services, and identity theft insurance. You can follow the instructions on Attachment A if you would like to take advantage of this offer.

What can you do? We encourage you to remain alert to any suspicious or unsolicited communications, including emails, phone calls or text messages, and avoid clicking on suspicious links. You can find additional information in Attachment A on steps you can take to protect yourself against fraud and identity theft.

**For more information:** Please know that protecting the confidentiality and security of your information remains an absolute priority for us. Please contact 1-866-566-3598 with any questions or concerns about this letter or support with enrollment to the Experian IdentityWorks<sup>SM</sup> monitoring.



## **ATTACHMENT A**

## Instructions for Activating 24 Month Three Bureau Credit Monitoring Experian IdentityWorks™

To help protect your identity, we are offering complimentary access to Experian IdentityWorks<sup>SM</sup> 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).

**Identity Restoration:** Please note that Identity Restoration is available to you for 24 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.

**Fraud Detection Tools:** While identity restoration assistance is <u>immediately available to you</u>, we also encourage you to activate the fraud detection tools available through Experian IdentityWorks<sup>SM</sup> as a complimentary 24-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 November 30, 2025 by 11:59 pm UTC (Your code below will not work after this date.)
- Visit the Experian IdentityWorks<sup>SM</sup> website to enroll: https://www.experianidworks.com/3bcredit
- Provide your activation code: ABCDEFGHI

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<sup>SM</sup> online, please contact Experian's customer care team by November 30, 2025 at 1-866-566-3598 Monday – Friday, 8 am – 8 pm Central Time (excluding major U.S. holidays). Be prepared to provide engagement number ENGAGE# as proof of eligibility for the Identity Restoration services by Experian.

## ADDITIONAL DETAILS REGARDING YOUR 24-MONTH EXPERIAN IDENTITYWORKS<sup>5M</sup> MEMBERSHIP

A credit card is not required for enrollment in Experian IdentityWorks<sup>SM</sup>. You can contact Experian immediately regarding any fraud issues, and have access to the following features once you enroll in Experian IdentityWorks<sup>SM</sup>:

- 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<sup>5M</sup> ExtendCARE<sup>TM</sup>: You receive the same high-level of Identity Restoration support even after your Experian IdentityWorks<sup>5M</sup> membership has expired.
- \$1 Million Identity Theft Insurance\*\*: Provides coverage for certain costs and unauthorized electronic fund transfers.

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<sup>\*</sup> Offline members will be eligible to call for additional reports quarterly after enrolling.

<sup>\*\*</sup> 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.

#### **Information about Identity Theft Protection**

Order Your Free Credit Report. To order your free credit report, visit www.annualcreditreport.com, call toll-free at 1-877-322-8228 or complete the Annual Credit Report Request Form on the U.S. Federal Trade Commission's ("FTC's") website at www.consumer.ftc.gov and mail 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, please review it carefully. Look for accounts you did not open. Look in the "inquiries" section for names of creditors from whom you haven't requested credit. Some companies bill under names other than their store or commercial names. The consumer reporting agency will be able to tell you when that is the case. Look in the "personal information" section for any inaccuracies in your information (such as home address and Social Security number). If you see anything you do not understand, call the consumer reporting agency at the telephone number on the report. Errors in this information may be a warning sign of possible identity theft. You should notify the consumer reporting agencies of any inaccuracies in your report, whether due to error or fraud, as soon as possible so the information can be investigated and, if found to be in error, corrected. If there are accounts or charges you did not authorize, immediately notify the appropriate consumer reporting agency by telephone and in writing. Consumer reporting agency staff will review your report with you. If the information cannot be explained, then you will need to call the creditors involved. Information that cannot be explained also should be reported to law enforcement because it may signal criminal activity. Please note that in order to file a report with law enforcement for identity theft, you will likely need to provide some proof that you have been a victim. This notice has not been delayed by law enforcement.

**Report Incidents.** If you detect any unauthorized transactions in a financial account, promptly notify your payment card company or financial institution. If you detect any incident of identity theft or fraud, promptly report the incident to law enforcement, the FTC and your state Attorney General. If you believe your identity has been stolen, the FTC recommends that you take these steps:

- Close the accounts that you have confirmed or believe have been tampered with or opened fraudulently. For more information, please visit https://www.identitytheft.gov/.
- File a local police report. Obtain a copy of the police report and submit it to your creditors and any others that may require proof of the identity theft crime.

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-IDTHEFT (438-4338)
www.ftc.gov/idtheft/

Consider Placing a Fraud Alert on Your Credit File. To protect yourself from possible identity theft, consider placing a fraud alert on your credit file. A fraud alert helps protect you against the possibility of an identity thief opening new credit accounts in your name. When a merchant checks the credit history of someone applying for credit, the merchant gets a notice that the applicant may be the victim of identity theft. The alert notifies the merchant to take steps to verify the identity of the applicant. You can place a fraud alert on your credit report by calling any one of the toll-free numbers provided below. You will reach an automated telephone system that allows you to flag your file with a fraud alert at all three consumer reporting agencies. For more information on fraud alerts, you also may contact the FTC as described above.

Equifax	Experian	TransUnion
Equifax Information Services LLC	Experian Inc.	TransUnion LLC
P.O. Box 105069	P.O. Box 9554	P.O. Box 2000
Atlanta, GA 30348-5069	Allen, TX 75013	Chester, PA 19016
1-888-836-6351	1-888-397-3742	1-800-680-7289
www.equifax.com	www.experian.com	www.transunion.com

Consider Placing a Security Freeze on Your Credit File. You may wish to place a "security freeze" (also known as a "credit 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. Unlike a fraud alert, you must place a security freeze on your credit file at each consumer reporting agency individually. There is no charge to place or lift a security freeze. For more information on security freezes, you may contact the three nationwide consumer reporting agencies or the FTC as described above. As the instructions for establishing a security freeze differ from state to state, please contact the three nationwide consumer reporting agencies to find out more information.

The consumer reporting agencies may require proper identification prior to honoring your request. For example, you may be asked to provide:

- Your full name with middle initial and generation (such as Jr., Sr., II, III)
- Your Social Security number
- Your date of birth
- Addresses where you have lived over the past five years
- A legible copy of a government-issued identification card (such as a state driver's license or military ID card)
- Proof of your current residential address (such as a current utility bill or account statement)

For lowa Residents. You may contact law enforcement or the lowa Attorney General's Office to report suspected incidents of identity theft. This office can be reached at:

Office of the Attorney General of Iowa Hoover State Office Building 1305 E. Walnut Street Des Moines, IA 50319 (515) 281-5164 www.iowaattorneygeneral.gov For Maryland Residents. You can obtain information from the Maryland Office of the Attorney General about steps you can take to avoid identity theft. You may contact the Maryland Attorney General at: Maryland Office of the Attorney General Consumer Protection Division 200 St. Paul Place Baltimore, MD 21202 (888) 743-0023; or (410) 576-6300

www.marylandattorneygeneral.gov

For North Carolina Residents. You can obtain information from the North Carolina Attorney General's Office about preventing identity theft. You can contact the North Carolina Attorney General at:
North Carolina Attorney General's Office
9001 Mail Service Center Raleigh, NC 27699-9001
(877) 566-7226; or
(919) 716-6400
www.ncdoj.gov

For New Mexico Residents. 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 www.consumerfinance.gov/f/201504 \_cfpb\_summary\_your-rights-underfcra.pdf or www.ftc.gov.

For Oregon Residents. You are advised to report suspected identity theft to the Oregon Attorney General at:

Oregon Department of Justice 1162 Court Street NE Salem, OR 97301-4096 (877) 877-9392; or (503) 378-4400 www.doi.state.or.us

# For Washington, D.C. Residents.

You may obtain information about preventing and 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 400 6th Street NW Washington, D.C. 20001 (202) 727-3400 www.oag.dc.gov

For New York Residents. You can obtain information from the New York State Office of the Attorney General about how to protect yourself from identity theft and tips on how to protect your privacy online. You can contact the New York State Office of the Attorney General at:

Office of the Attorney General The Capitol
Albany, NY 12224-0341
1-800-771-7755; or
1-800-788-9898 (TDD/TTY)
https://ag.ny.gov/publications/protect-your-identity

Bureau of Internet and Technology ("BIT") 28 Liberty Street New York, NY 10005 (212) 416-8433 https://ag.ny.gov/resources/individuals /consumer-issues/technology

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