Peterson Holding Company Notice of Data Event

Peterson Holding Company ("Peterson Holding") and its subsidiaries, is providing notice of an incident that may affect some information of certain current and former employees. We take this incident very seriously and the security of information in our care is among its highest priorities. Peterson Holding is providing details about the incident, our response, and resources available to individuals to help protect their information from possible misuse, should they determine it is appropriate to do so.

What Happened? Between June 27 and 28, 2023, Peterson Holding detected irregular activity within our network. In response, we immediately launched an investigation into the nature and scope of activity, and took steps to contain the incident, including scanning and isolating relevant servers and changing account passwords. The investigation determined that between June 27, 2023, and June 28, 2023, an unauthorized actor gained access to certain Peterson Holding computer systems and potentially accessed or acquired files stored on those systems.

Following this determination, Peterson Holding undertook a thorough review of the impacted files to determine whether they contained any sensitive information and to whom the information related. The review process concluded on May 8, 2024. Out of an abundance of caution, Peterson Holding is notifying individuals whose information was potentially accessed or acquired by an unknown, unauthorized person.

What Information Was Involved? The investigation determined that the potentially accessed or acquired information varies by individual but may include the following types of personal information: individuals' names, date of birth, driver's license number, US military or other federal issued ID number, Passport number, medical information, financial account information and Social Security number. Again, at this time, Peterson is not aware of any actual or attempted misuse of anyone's information in connection with this incident.

What We Are Doing. Information security is among Peterson Holding's highest priorities, and we follow strict security measures to protect information in our care. Upon learning of the incident, we moved quickly to investigate the incident and assess the security of our network. As part of our ongoing commitment to information security, we are currently reviewing our policies and procedures, as well as assessing new cybersecurity tools, to prevent similar incidents going forward. We reported the incident to law enforcement and are cooperating with their investigation. We are also notifying relevant regulatory authorities, as required.

As an added precaution, Peterson Holding is also offering individuals with access to credit monitoring and identity protection services through CyEx for one year at no cost to affected individuals. If you did not receive written notice of this incident but believe you may be affected, please contact our dedicated assistance line, which can be reached at 833-215-2901, available Monday through Friday 6 AM to 6 PM Pacific Time.

What You Can Do. Peterson Holding encourages current and former employees to remain vigilant against incidents of identity theft and fraud and to review their accounts statements and credit reports to detect errors or suspicious activity. You can also review the "Steps Individuals Can Take to Help Protect Personal Information" below for further guidance.

For More Information. If you have additional questions, or need assistance, please call our dedicated assistance line at 833-215-2901, available Monday through Friday 6 AM to 6 PM Pacific Time. You may also write to Peterson Holding at 955 Marina Boulevard, San Leandro, CA 94577.

Steps You Can Take To Help Protect Your Information

Under U.S. law, a consumer is entitled to one free credit report annually from each of the three major credit reporting bureaus, Equifax, Experian, and TransUnion. To order a free credit report, visit www.annualcreditreport.com or call, toll-free, 1-877-322-8228. Individuals may also directly contact the three major credit reporting bureaus listed below to request a free copy of their credit report.

Consumers have the right to place an initial or extended "fraud alert" on a credit file at no cost. An initial fraud alert is a one-year alert that is placed on a consumer's credit file. Upon seeing a fraud alert display on a consumer's credit file, a business is required to take steps to verify the consumer's identity before extending new credit. If an individual is the victim of identity theft, they are entitled to an extended fraud alert, which is a fraud alert lasting seven years. Should they wish to place a fraud alert, they may contact any one of the three major credit reporting bureaus listed below.

As an alternative to a fraud alert, consumers have the right to place a "credit freeze" on a credit report, which will prohibit a credit bureau from releasing information in the credit report without the consumer's express authorization. The credit freeze is designed to prevent credit, loans, and services from being approved in an individual's name without their consent. However, individuals should be aware that using a credit freeze to take control over who gets access to the personal and financial information in their credit report may delay, interfere with, or prohibit the timely approval of any subsequent request or application they make regarding a new loan, credit, mortgage, or any other account involving the extension of credit. Pursuant to federal law, an individual cannot be charged to place or lift a credit freeze on their credit report. To request a security freeze, individuals will need to provide the following information:

1. full name (including middle initial as well as Jr., Sr., II, III, etc.);
2. Social Security number;
3. date of birth;
4. addresses for the prior two to five years;
5. proof of current address, such as a current utility bill or telephone bill;
6. a legible photocopy of a government-issued identification card (state driver's license or ID card, military identification, etc.); and
7. a copy of either the police report, investigative report, or complaint to a law enforcement agency concerning identity theft if they are a victim of identity theft.

Should individuals wish to place a fraud alert or credit freeze, they may contact the three major credit reporting bureaus listed below:

Equifax	**Experian**	**TransUnion**
https://www.equifax.com/personal/credit-report-services/	https://www.experian.com/help/	https://www.transunion.com/credit-help
1-888-298-0045	1-888-397-3742	1-800-916-8800
Equifax Fraud Alert, P.O. Box 105069 Atlanta, GA 30348-5069	Experian Fraud Alert, P.O. Box 9554, Allen, TX 75013	TransUnion Fraud Alert, P.O. Box 2000, Chester, PA 19016
Equifax Credit Freeze, P.O. Box 105788 Atlanta, GA 30348-5788	Experian Credit Freeze, P.O. Box 9554, Allen, TX 75013	TransUnion Credit Freeze, P.O. Box 160, Woodlyn, PA 19094

Additional Information

Individuals may further educate themselves regarding identity theft, fraud alerts, credit freezes, and the steps they can take to protect their personal information by contacting the consumer reporting bureaus, the Federal Trade Commission, or their state Attorney General.

The Federal Trade Commission may be reached at: 600 Pennsylvania Avenue NW, Washington, D.C. 20580; www.identitytheft.gov; 1-877-ID-THEFT (1-877-438-4338); and TTY: 1-866-653-4261. The Federal Trade Commission also encourages those who discover that their information has been misused to file a complaint with them. Individuals can obtain further information on how to file such a complaint by way of the contact information listed above. Individuals have the right to file a police report if they ever experience identity theft or fraud. Please note that in order to file a report with law enforcement for identity theft, individuals will likely need to provide some proof that they have been a victim. Instances of known or suspected identity theft should also be reported to law enforcement and their state Attorney General. This notice has not been delayed by law enforcement.