January 22, 2024

Consumer Protection Division
Security Breach Notifications
Office of the Attorney General of Iowa
1305 E. Walnut Street
Des Moines, Iowa 50319-0106

By Email: consumer@ag.iowa.gov

To Whom It May Concern:

Please be advised that on December 21, 2023, Deli Management, Inc. d/b/a Jason's Deli ("Jason's Deli") learned that an unauthorized party had obtained an unknown number of login credentials (usernames and passwords) of our online account holders, including our Deli Dollar rewards accounts, most likely from other data breaches or other sources not involving Jason's Deli. These unauthorized parties apparently used these login credentials to determine if they matched those of our reward and online accounts – what is referred to as "credential stuffing." We do not know the number of accounts that the unauthorized party was able to access, but out of an abundance of caution, we are sending notice to all potentially affected account holders – which includes 670 Iowa residents.

A copy of the notice being provided to our potentially affected customers on January 19, 2024 is enclosed.

That information potentially compromised may have included the customer's name, address (including all saved delivery addresses), phone number, birthday, preferred Jason's Deli location, order history, contact lists (if any – names and email addresses used for sending group orders), house account number (if any), Deli Dollars points, available redeemable amounts and banked rewards, as well as truncated gift card/credit card numbers. The unauthorized party would not have been able to view the entire payment/gift card number – potentially they would only have been able to view the last four digits.

Once we learned of the incident, we began acting to protect the accounts, which included working to identify any potentially affected accounts and requiring that passwords to the accounts be more complex. The enclosed sample notice directs customers to promptly change their passwords.

If you have any questions about this matter or would like any additional information, please contact our General Counsel:

Christopher Coco
1609 Shoal Creek Blvd., Suite 301
Austin, Texas 78701
(512) 499-8900
chris.coco@jasonsdeli.com

Thank you,

DELI MANAGEMENT, INC./JASON'S DELI

January 19, 2024

Notice of Data Breach

Dear Customer:

We are sending you this notification as a member of our Deli Dollars rewards program or holder of a Jason's Deli online account.

We, Deli Management, Inc. d/b/a Jason's Deli ("Jason's Deli"), are sending this in response to a data security incident that we recently became aware of and that possibly involved your personal information. You are receiving this notice to provide you with details of the incident – including how we believe it occurred, the information that may have been accessed, the actions we have taken, and actions you may want to consider taking.

WHAT HAPPENED

On December 21, 2023, we learned that an unauthorized party had obtained an unknown number of Deli Dollar and online account login credentials (usernames and passwords) most likely from other data breaches or other sources not involving Jason's Deli. These unauthorized parties apparently used these login credentials to determine if they matched those of our reward and online accounts. For example, if you utilized the same user name and password combination to open your Jason's Deli account that was used on another website or account with a company that may have been compromised in the past, this would theoretically allow them access to your Jason's Deli account. We do not know the number of accounts that the unauthorized party was able to access, but out of an abundance of caution, we are sending this notice to all potentially affected account holders.

Please understand that we believe that this incident was not a result of the unauthorized party hacking into Jason's Deli's system in order to obtain this information, as we do not store or retain customer login credentials.

WHAT INFORMATION WAS INVOLVED

If the unauthorized party was able to access your account, they may have had access to your personal information stored in the account. That information may have included your name, address (including all saved delivery addresses), phone number, birthday, preferred Jason's Deli location, order history, contact lists (if any – names and email addresses used for sending group orders), house account number (if any), Deli Dollars points, available redeemable amounts and banked rewards, as well as truncated gift card/credit card numbers. The unauthorized party would not have been able to view your entire payment/gift card number – potentially they would only have been able to view the last four digits.

WHAT WE ARE DOING

Once Jason's Deli learned of the incident, we began acting to protect the accounts, which included working to identify any potentially affected accounts and requiring that passwords to the accounts be more complex. If we have not already done so, we intend on restoring customers' Deli Dollars account balances, where applicable. As always, we continue to take data security seriously and our fraud controls will remain ongoing as appropriate in order to minimize the risk of any future incidents.

WHAT YOU CAN DO

Please change the password to your Jason's Deli account as soon as possible. You can do so by clicking the link or entering the following web address into your browser: https://cms.jasonsdeli.com/password-reset. Please use a password that is not easy to guess and one that is not used on other websites or accounts. You should also change your username and/or passwords for all other online accounts for which you used the same username, email address and password.

The enclosed Reference Guide includes additional information on general steps you can take to monitor and protect your personal information. We encourage you to remain vigilant against potential identity theft and fraud by carefully reviewing your account statements and free credit reports for suspicious activity and to detect errors.

MORE INFORMATION

If you have any questions about this matter or would like additional information, please call our customer service department at (409) 838-1976. Our customer service hours are Monday through Friday from 8 am - 5 pm Central Time.

We truly appreciate your business and apologize for any inconvenience you may experience due to this incident.

Thank you,

DELI MANAGEMENT, INC./JASON'S DELI

Reference Guide

Review Your Account Statements

Carefully review account statements and credit reports to ensure that all of your account activity is valid. Report any questionable charges promptly to the financial institution or company with which the account is maintained.

Order Your Free Credit Report

To order your free annual 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") website at www.ftc.gov and mail it to Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348-5281. The three credit bureaus provide free annual credit reports only through the website, toll-free number or request form.

Upon receiving your credit report, review it carefully. Look for accounts you did not open. Look in the "inquiries" section for names of creditors from whom you have not requested credit. Some companies bill under names other than their store or commercial names; the credit bureau will be able to tell if this is the case. Look in the "personal information" section for any inaccuracies in information (such as home address and Social Security Number).

If you see anything you do not understand, call the credit bureau at the telephone number on the report. Errors may be a warning sign of possible identity theft. You should notify the credit bureaus 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 credit bureau by telephone and in writing. Information that cannot be explained should also be reported to your local police or sheriff's office because it may signal criminal activity.

Contact the U.S. Federal Trade Commission

If you detect any unauthorized transactions in any of your financial accounts, promptly notify the appropriate payment card company or financial institution. If you detect any incidents of identity theft or fraud, promptly report the matter to your local law enforcement authorities, state Attorney General and the FTC.

You can contact the FTC to learn more about how to protect yourself from becoming a victim of identity theft by using the contact information below:

Federal Trade Commission
Consumer Response Center
600 Pennsylvania Avenue, NW
Washington, DC 20580
1-877-IDTHEFT (438-4338)
www.ftc.gov/idtheft/

Place 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 against the possibility of an identity thief opening new credit accounts in your name. When a credit grantor checks the credit history of someone applying for credit, the credit grantor gets a

notice that the applicant may be the victim of identity theft. The alert notifies the credit grantor 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 fraud numbers provided below. You will reach an automated telephone system that allows flagging of your file with a fraud alert at all three credit bureaus.

Equifax	P.O. Box 105069 Atlanta, GA 30348	1-888-766-0008	www.equifax.com
Experian	P.O. Box 9554 Allen, TX 75013	1-888-397-3742	www.experian.com
TransUnion	P.O. Box 2000 Chester, PA 19016	1-800-680-7289	www.transunion.com

Security Freezes

You have the right to request a credit freeze from a consumer reporting agency, free of charge, so that no new credit can be opened in your name without the use of a PIN number that is issued to you when you initiate a freeze. A security freeze is designed to prevent potential credit grantors from accessing your credit report without your consent. If you place a security freeze, potential creditors and other third parties will not be able to get access to your credit report unless you temporarily lift the freeze. Therefore, using a security freeze may delay your ability to obtain credit.

Unlike a fraud alert, you must separately place a security freeze on your credit file at each credit bureau. To place a security freeze on your credit report you must contact the credit reporting agency by phone, mail, or secure electronic means and provide proper identification of your identity. The following information must be included when requesting a security freeze (note that if you are requesting a credit report for your spouse, this information must be provided for him/her as well): (1) full name, with middle initial and any suffixes; (2) Social Security number; (3) date of birth; (4) current address and any previous addresses for the past five years; and (5) any applicable incident report or complaint with a law enforcement agency or the Registry of Motor Vehicles. The request must also include a copy of a government-issued identification card and a copy of a recent utility bill or bank or insurance statement. It is essential that each copy be legible, display your name and current mailing address, and the date of issue.

Below, please find relevant contact information for the three consumer reporting agencies:

Equifax Security Freeze	P.O. Box 105788 Atlanta, GA 30348	1-800-349-9960	www.equifax.com
Experian Security Freeze	P.O. Box 9554 Allen, TX 75013	1-888-397-3742	www.experian.com
TransUnion	P.O. Box 160 Woodlyn, PA 19094	1-800-916-8800	www.transunion.com

Once you have submitted your request, the credit reporting agency must place the security freeze no later than 1 business day after receiving a request by phone or secure electronic means, and no later than 3 business days after receiving a request by mail. No later than five business days after placing the security freeze, the credit reporting agency will send you confirmation and information on how you can remove the freeze in the future.

For Residents of the District of Columbia

You may contact the D.C. Attorney General's Office to obtain information about steps to take to avoid identity theft:

D.C. Attorney General's Office, Office of Consumer Protection, 400 6th Street, NW, Washington DC 20001, 1-202-442-9828, www.oag.dc.gov/consumer-protection/consumer-alert-identity-theft.

For Residents of Iowa

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

Iowa Attorney General's Office, Director of Consumer Protection Division, 1305 E. Walnut Street, Des Moines, IA 50319, 1-515-281-5926, www.iowattorneygeneral.gov.

For Residents of Maryland

You may also obtain information about preventing and avoiding identity theft from the Maryland Office of the Attorney General:

Maryland Office of the Attorney General, Consumer Protection Division, 200 St. Paul Place, Baltimore, MD 21202, 1-888-743-0023, http://www.marylandattorneygeneral.gov/.

For Residents of New Mexico

New Mexico consumers have the right to obtain a security freeze or submit a declaration of removal.

You may obtain a security freeze on your credit report to protect your privacy and ensure that credit is not granted in your name without your knowledge. You may submit a declaration of removal to remove information placed in your credit report as a result of being a victim of identity theft. You have a right to place a security freeze on your credit report or submit a declaration of removal pursuant to the Fair Credit Reporting and Identity Security Act.

The security freeze will prohibit a consumer reporting agency from releasing any information in your credit report without your express authorization or approval.

The security freeze is designed to prevent credit, loans and services from being approved in your name without your consent. When you place a security freeze on your credit report, you will be provided with a personal identification number, password or similar device to use if you choose to remove the freeze on your credit report or to temporarily authorize the release of your credit report to a specific party or parties or for a specific period of time after the freeze is in place. To remove the freeze or to provide authorization for the temporary release of your credit report, you must contact the consumer reporting agency and provide all of the following:

(1) the unique personal identification number, password or similar device provided by the consumer reporting agency;

(2) proper identification to verify your identity; and

(3) information regarding the third party or parties who are to receive the credit report or the period of time for which the credit report may be released to users of the credit report.

A consumer reporting agency that receives a request from a consumer to lift temporarily a freeze on a credit report shall comply with the request no later than three business days after receiving the request. As of September 1, 2008, a consumer reporting agency shall comply with the request within fifteen minutes of receiving the request by a secure electronic method or by telephone.

A security freeze does not apply in all circumstances, such as where you have an existing account relationship and a copy of your credit report is requested by your existing creditor or its agents for certain types of account review, collection, fraud control or similar activities; for use in setting or adjusting an insurance rate or claim or insurance underwriting; for certain governmental purposes; and for purposes of pre-screening as defined in the federal Fair Credit Reporting Act.

If you are actively seeking a new credit, loan, utility, telephone or insurance account, you should understand that the procedures involved in lifting a security freeze may slow your own applications for credit. You should plan ahead and lift a freeze, either completely if you are shopping around or specifically for a certain creditor, with enough advance notice before you apply for new credit for the lifting to take effect. You should contact a consumer reporting agency and request it to lift the freeze at least three business days before applying. As of September 1, 2008, if you contact a consumer reporting agency by a secure electronic method or by telephone, the consumer reporting agency should lift the freeze within fifteen minutes. You have a right to bring a civil action against a consumer reporting agency that violates your rights under the Fair Credit Reporting and Identity Security Act.

For Residents of New York

You may also obtain information about security breach response and identity theft prevention and protection from the New York Attorney General's Office:

Office of the Attorney General, The Capitol, Albany, NY 12224-0341, 1-800-771-7755, www.ag.ny.gov.

For Residents of North Carolina

You may also obtain information about preventing and avoiding identity theft from the North Carolina Attorney General's Office:

North Carolina Attorney General's Office, Consumer Protection Division, 9001 Mail Service Center, Raleigh, NC 27699-9001, 1-919-716-6000, www.ncdoj.gov.

For Residents of Oregon

State laws advise you to report any suspected identity theft to law enforcement, as well as the Federal Trade Commission. Contact information for the Oregon Department of Justice is as follows:

Oregon Department of Justice, 1162 Court Street NE, Salem, OR 97301, 1-877-877-9392, www.doj.state.or.us.