December 23, 2024

Iowa Attorney General
Consumer Protection Division
Via Email: consumer@ag.iowa.gov

Re: Norwex USA, Inc.
Data Breach Notification

We, Norwex USA, Inc ("**Company**") are making this report to the Iowa Attorney General Consumer Protection Division because we recently became aware of a security breach that may have resulted in the unauthorized acquisition of personal data.

I. Brief Description of the Security Incident

On December 15, 2024, we learned that an unauthorized person may have acquired personal data from our systems. We do not know what personal data, if any, may have been acquired, but we know that an unauthorized person accessed systems that contain personal data about resident(s) in your state. As part of an ongoing investigation, we determined that the incident occurred around December 11, 2024. We are not aware of any concrete harm or threats to individuals.

The types of information we store on systems that may have been affected by the incident include: social security number; driver's license; payroll information such as salaries, performance reviews and claims; tax form information; date of birth; mailing address. We do not know of any concrete risks or threats to individuals, but we cannot rule out that personal data may have been acquired.

II. Number of Iowa Residents Affected by the Incident

We do not know the number of affected individuals.

III. Steps Taken to Remedy the Incident

We took immediate action to activate our incident response and business continuity protocols to contain the incident. We initiated an investigation, alongside outside experts, and have reported the issue to law enforcement. We immediately disabled certain system features to further restrict access, and implemented company-wide measures to enhance security protocols. We have been restoring our systems as soon as we determined that it was safe to do so, and will continue to do so as quickly and securely as possible until we have returned our systems to normal operations.

Company is also providing notification to each affected individual. Even though the law may not require it in all jurisdictions, Company is providing all individuals impacted with 24 months of free identity-theft protections services. Notification to these individuals will be emailed on or about December 23, 2024. Enclosed for your reference is a sample of the notification.

*** * * * ***

If you have further questions or concerns, please contact us at ella.noll@bakermckenzie.com.

Sincerely,

Norwex USA, Inc.
800 W. Bethel Road Suite 100
Coppell, Texas 75019 USA

Norwex USA, Inc.
800 W. Bethel Road Suite 100
Coppell, Texas 75019
USA

December 23, 2024

NOTICE OF DATA BREACH

We, Norwex USA, Inc. ("we" or "Company"), are contacting you because we recently became aware of a security breach that may have resulted in the unauthorized acquisition of personal data.

WHAT HAPPENED

On December 15, 2024, we learned that an unauthorized person may have acquired personal data from our systems. We do not know what personal data, if any, may have been acquired, but we know that an unauthorized person accessed systems that may contain your personal data. As part of an ongoing investigation, we determined that the incident occurred around December 11, 2024. We are not aware of any concrete harm or threats to individuals.

WHAT INFORMATION WAS INVOLVED

The types of information we store on systems that may have been affected by the incident include: social security number; driver's license; payroll information such as salaries; performance reviews and claims; tax form information; date of birth; mailing address. We do not know of any concrete risks or threats to individuals, but we cannot rule out that personal data may have been acquired.

WHAT WE ARE DOING

We took immediate action to activate our incident response and business continuity protocols to contain the incident. We initiated an investigation, alongside outside experts, and have reported the issue to law enforcement. We immediately disabled certain system features to further restrict access, and implemented company-wide measures to enhance security protocols. We have been restoring our systems as soon as we determined that it was safe to do so, and will continue to do so as quickly and securely as possible until we have returned our systems to normal operations.

We have also secured the services of Identity Defense, to provide identity monitoring at no cost to you for two years if you choose to register and activate the services. The identity monitoring services available to you helps detect possible misuse of your personal data, provides you with identity protection support and helps with resolution of identity theft.

To enroll in Identity Defense, visit app.identitydefense.com/enrollment/activate/Norwex

1. **Enter your unique Activation Code** {{ActivationCode}}
   Enter your Activation Code and click 'Redeem Code'.
2. **Create Your Account**
   Enter your email address, create your password, and click 'Create Account'.
3. **Register**
   Enter your legal name, home addrsess, phone number, date of birth, Social Security Number, and click 'Complete Account'.
4. **Complete Activation**
   Click 'Continue to Dashboard' to finish enrolling.

The deadline to enroll is March 25, 2025. After March 25, 2025, the enrollment process will close, and your Identity Defense code will no longer be active. **If you do not enroll by March 25, 2025, you will not be able to take advantage of Identity Defense, so please enroll before the deadline.**

If you need assistance with the enrollment process or have questions regarding Identity Defense, please call Identity Defense directly at 1.866.622.9303.

WHAT YOU CAN DO

In addition to utilizing the credit monitoring and identity theft protection program above, we encourage you to remain vigilant about any suspicious activity involving your personal data. For example, please do not open attachments or click on links in electronic communications from unknown senders, and please do not reveal personal or confidential information to unknown persons over the phone or other channels. If someone you think you recognize is asking you to take steps you would not expect, we recommend that you verify their identity before proceeding.

OTHER IMPORTANT INFORMATION

Please consider the following additional information:

- You may wish to visit the website of the U.S. Federal Trade Commission at http://www.consumer.ftc.gov/features/feature-0014-identity-theft or reach the FTC at 877-382-4357 or 600 Pennsylvania Avenue, NW, Washington, DC 20580 for further information about how to protect yourself from identity theft. Your state Attorney General may also have advice on preventing identity theft, and you should report instances of known or suspected identity theft to law enforcement, your State Attorney General, and the FTC.

- You may have the right to obtain any police report filed related to this incident, and to file a police report and obtain a copy of it if you are the victim of identity theft.

- U.S. residents are entitled under U.S. law to one free credit report annually from each of the three major credit bureaus. To order your free credit report, visit www.annualcreditreport.com or call toll-free 877-322-8228.

- You can request information regarding "fraud alerts" and "security freezes" from the three major U.S. credit bureaus listed below. At no charge, if you are a U.S. resident, you can have these credit bureaus place a "fraud alert" on your file that alerts creditors to take additional steps to verify your identity prior to granting credit in your name. This service can make it more difficult for someone to get credit in your name. Note, however, that because it tells creditors to follow certain procedures to protect you, it also may 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. A "security freeze" generally prohibits the credit reporting agency from releasing your credit report or any information from it without your written authorization. You should be aware that placing a security freeze on your credit account may delay or interfere with the timely approval of any requests that you make for new loans, credit, mortgages, or other services. Unlike fraud alerts, to obtain a security freeze you must send a written request to each of the three major reporting agencies and you may be required to provide information such as your: *(1) name; (2) Social Security number; (3) date of birth; (4) current address; (5) addresses over the past five years; (6) proof of current address; (7) copy of government identification; and (8) any police/investigative report or complaint.* Should you wish to place a fraud alert or a security

freeze, or should you have any questions regarding your credit report, please contact any one of the agencies listed below.

- Experian: 888-397-3742; www.experian.com; P.O. Box 9554, Allen, TX 75013
- Equifax: 800-525-6285; www.equifax.com; P.O. Box 105788, Atlanta, GA 30348
- TransUnion: 800-680-7289; www.transunion.com; Fraud Victim Assistance Division, P.O. Box 2000, Chester, PA 19022-2000

- **You can obtain additional information** about the steps you can take to avoid identity theft from the following agencies. The Federal Trade Commission also encourages those who discover that their information has been misused to file a complaint with them.
  - **California residents:** You can find more information on how to prevent identity theft by visiting the California Office of Privacy Protection (www.oag.ca.gov/privacy). Office of the Attorney General of California, 1300 I Street, Sacramento, CA 95814, Telephone: 1-800-952-5225.
  - **Kentucky Residents**: Office of the Attorney General of Kentucky, 700 Capitol Avenue, Suite 118 Frankfort, Kentucky 40601, www.ag.ky.gov, Telephone: 1-502-696-5300.
  - **New Mexico Residents**: You have rights pursuant to the Fair Credit Reporting Act, such as the right to be told if information in your credit file has been used against you, the right to know what is in your credit file, the right to ask for your credit score, and the right to dispute incomplete or inaccurate information. Further, pursuant to the Fair Credit Reporting Act, the consumer reporting agencies must correct or delete inaccurate, incomplete, or unverifiable information; consumer reporting agencies may not report outdated negative information; access to your file is limited; you must give your consent for credit reports to be provided to employers; you may limit "prescreened" offers of credit and insurance you get based on information in your credit report; and you may seek damages from a violator. You may have additional rights under the Fair Credit Reporting Act not summarized here. Identity theft victims and active duty military personnel have specific additional rights pursuant to the Fair Credit Reporting Act. You can review your rights pursuant to the Fair Credit Reporting Act by visiting www.consumerfinance.gov/f/201504_cfpb_summary_your-rights-under-fcra.pdf, or by writing Consumer Response Center, Room 130-A, Federal Trade Commission, 600 Pennsylvania Ave. N.W., Washington, D.C. 20580.
  - **New York Residents**: The Attorney General may be contacted at: Office of the Attorney General, The Capitol, Albany, NY 12224-0341; 1-800-771-7755; https://ag.ny.gov/.
  - **Oregon Residents**: Oregon Department of Justice, 1162 Court Street NE, Salem, OR 97301-4096, www.doj.state.or.us/, Telephone: 1-877-877-9392
  - **Rhode Island Residents**: Office of the Attorney General, 150 South Main Street, Providence, Rhode Island 02903, www.riag.ri.gov, Telephone: 1-401-274-4400
  - **North Carolina residents:** Visit this official North Carolina Attorney General website: https://ncdoj.gov/protecting-consumers/identity-theft/. You can contact the North Carolina Attorney General's Office using the following contact details: North Carolina Attorney General's Office, Consumer Protection Division, 9001 Mail Service Center, Raleigh, NC 27699-9001, 877-566-7226 (Toll-free within North Carolina), 919-716-6000, www.ncdoj.gov

- **Maryland residents:** Office of the Attorney General, 200 St. Paul Place, Baltimore, MD 21202, 1-888-743-0023 (Toll-free within Maryland), https://www.marylandattorneygeneral.gov/

- **All US Residents**: Identity Theft Clearinghouse, Federal Trade Commission, 600 Pennsylvania Avenue, NW Washington, DC 20580, https://consumer.ftc.gov, 1-877-IDTHEFT (438-4338), TTY: 1-866-653-4261.

- You have relevant rights pursuant to the federal Fair Credit Reporting Act. For more information, please see the U.S. Federal Trade Commission's bulletin on Fair Credit Reporting Act rights available here: https://www.consumer.ftc.gov/sites/default/files/articles/pdf/pdf-0096-fair-credit-reporting-act.pdf.

FOR MORE INFORMATION

We deeply regret any concern this may cause. If you have any further questions regarding this incident, please call the dedicated and confidential toll-free telephone line at (**855) 295-4393**. The response line is available from 9 am ET to 9 pm ET, Monday through Friday except major US holidays (including Christmas Day and New Year's Day).

Sincerely,

Norwex USA, Inc.