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July 24, 2026

Via email to databreach@ag.iowa.gov

Attorney General of Iowa
Consumer Protection Division
Hoover Building
1305 E. Walnut Street
Des Moines, IA 50319

Re: Notice of Data Security Incident

To the Consumer Protection Division:

I am writing on behalf of my client Eyemart Express, LLC ("Eyemart"), a nationwide provider of retail optical and optometric services. Eyemart discovered on February 13, 2026, that an unauthorized third party had accessed its systems the previous day. Eyemart was able to contain the incident and secure its systems the same day. Eyemart engaged cybersecurity experts and immediately commenced a comprehensive investigation, including a forensic analysis of available evidence.

Despite concerted efforts, Eyemart was not able to identify the set of compromised files to a reasonable degree of certainty until March 17, 2026, at which point the response team worked diligently to perform a high-level analysis of the affected files. Eyemart also engaged a data mining company to conduct a careful review of the affected files. Throughout, the Eyemart team worked diligently to analyze records in order to identify individuals and data involved so that we could make appropriate notifications. The dates of Eyemart's notifications to individuals are July 15, 24, and 31, 2026.

These notifications include mailed letters to approximately 567 Iowa residents whose personal information was involved in the incident. The letters include an offer of complimentary credit monitoring for 12 months because Social Security numbers were involved for all or virtually all of those individuals. Eyemart will also be providing notice to affected individuals, including additional Iowa residents, pursuant to the Health Insurance Portability and Accountability Act.

The data involved varies based on a given individual's relationship with Eyemart. For certain Eyemart customers, their name, vision insurance information, date of birth and/or eyeglass or contact lens purchase or prescription were involved. For other affected individuals, name, address, Social Security number, date of birth, eyeglass or contact lens prescription, health plan

and/or other information was involved (as more particularly described in Eyemart's notification letters to such individuals). A sample notification letter template is enclosed.

As part of Eyemart's response to this incident and its ongoing commitment to information security, Eyemart continues to review and update its training, processes, and procedures, and is working to implement measures to reduce the possibility of a similar incident in the future.

Sincerely,

HOLLAND & KNIGHT LLP

Bart Huffman

cc: Alexandra Chughtai-Harvey, Esquire – Eyemart Express, LLC
Haylie Treas – firm

Enclosure

EYEMART EXPRESS

P.O. Box 989728
West Sacramento, CA 95798-9728

<<First Name>> <<Last Name>>
<<Address1>>
<<Address2>>
<<City>>, <<State>> <<Zip>>
<<Country>>

Enrollment Code: <<ENROLLMENT>>
Enrollment Deadline: October 15, 2026
To Enroll, Scan the QR Code Below:

SCAN ME

Or Visit:
https://app.idx.us/account-creation/protect

July 15, 2026

Re: <<Variable Text 2>>

Dear <<First Name>> <<Last Name>>,

Eyemart Express, LLC ("Eyemart") respects your privacy, and we are writing to let you know about an incident that involves your personal information.

What Happened

Eyemart learned about a cybersecurity incident on February 13, 2026 that involved unauthorized access to our systems on February 12, 2026. We were able to contain the incident and secure our systems that same day. We immediately launched an investigation to determine the nature and scope of the incident. However, we were not able to identify the affected files to a reasonable degree of certainty until on or about March 17, 2026, after which time we diligently worked to analyze the records involved in order to identify affected individuals so that we could make appropriate notifications.

What Information Was Involved

The files involved include information associated with your employment with Eyemart. This information includes your name, <<Variable Text 1>>, and payroll information.

What We Are Doing

As part of Eyemart's response to this incident and its ongoing commitment to information security, Eyemart continues to review and update training, processes and procedures, and is working to implement measures to reduce the possibility of a similar incident in the future. In addition, Eyemart is cooperating with federal law enforcement.

As an added precaution, we have secured the identity theft protection services of IDX to protect your identity and to help you address any concerns you may have about potential identity theft.

What You Can Do

You should read the enclosed "Information About Identity Theft Protection." You may also take advantage of the following identity monitoring services for <<12/24 months>> from IDX that we have obtained for you: credit and CyberScan monitoring, a $1,000,000 insurance reimbursement policy, and fully managed identity theft recovery services. These services are further described in the enclosed "Additional Product Information From IDX." To enroll and start monitoring your personal information and obtain insurance coverage, please follow the steps below:

Visit https://app.idx.us/account-creation/protect to enroll,
Call IDX to enroll: 1-866-200-0991. IDX representatives are available Monday through Friday from 8 am – 8 pm Central Time, excluding U.S. holidays, or
Scan the QR image at the top of this letter to enroll.
When you enroll, you will need to provide your Enrollment Code, found at the top of this letter.
Enroll before your enrollment deadline, which is October 15, 2026.

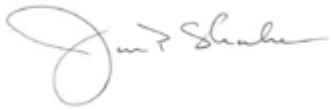
For More Information

Please call 1-866-200-0991 for assistance or for any additional questions you may have.

***

Please rest assured that we remain committed to protecting your personal information and regret any inconvenience this may have caused.

Sincerely,



Jason Shanks
Privacy and Compliance Officer
<<Variable Text 4>>

Encl.

INFORMATION ABOUT IDENTITY THEFT PROTECTION

Remain Vigilant. We recommend that you regularly review statements from your accounts and periodically obtain your credit report from one or more of the national credit reporting companies. You may obtain a free copy of your credit report online at www.annualcreditreport.com, by calling toll-free 1-877-322-8228, or by mailing an Annual Credit Report Request Form (available at www.annualcreditreport.com) to: Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA, 30348-5281. Purchase a copy of your credit report from the national credit reporting agencies listed below.

Equifax, PO Box 740241, Atlanta, GA 30374, www.equifax.com, 1-800-685-1111
Experian, PO Box 2104, Allen, TX 75013, www.experian.com, 1-888-397-3742
TransUnion, PO Box 2000, Chester, PA 19016, www.transunion.com, 1-800-888-4213

When you receive your credit reports, review them carefully. Look for accounts or creditor inquiries that you do not recognize. Look for inaccurate information, such as home address or Social Security number. If you see anything you do not understand or that looks incorrect, call the credit reporting agency at the telephone number on the report.

We recommend you vigilantly review your account statements and credit reports and promptly report any suspicious activity or suspected identity theft to law enforcement authorities, including local law enforcement, your state's attorney general and/or the Federal Trade Commission (FTC). You may contact the FTC or your state's regulatory authority to obtain information about avoiding identity theft. Contact the FTC at Federal Trade Commission, Consumer Response Center, 600 Pennsylvania Avenue, NW, Washington, DC 20580, 1-877-IDTHEFT (438-4338), www.ftc.gov/idtheft.

Law Enforcement. Please note that law enforcement has not requested that we delay sending this notification.

State-Specific Requirements.

For District of Columbia residents: You may also contact the Office of the Attorney General for the District of Columbia at 400 6th Street, NW, Washington, DC 20001, 202-727-3400, https://oag.dc.gov/ to learn about steps you can take to avoid identity theft.

For Maryland residents: You may 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, https://www.marylandattorneygeneral.gov/.

For North Carolina residents: You may 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, 1-877-5-NO-SCAM (66-7226), https://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; to have consumer reporting agencies correct, delete, or block inaccurate, incomplete, or unverifiable information; and to place a fraud alert on your credit report. For more information about the FCRA, please visit https://www.ftc.gov/.

For New York residents: You may obtain information regarding security breach response and identity theft prevention and protection from the New York Department of State, Division of Consumer Protection, 1-800-697-1220, https://www.dos.ny.gov/consumerprotection/identity_theft/.

For Oregon residents: You may obtain information regarding identity theft prevention and report suspected identity theft to the Oregon Department of Justice, https://www.doj.state.or.us/consumer-protection/id-theft-data-breaches/identity-theft/, 877-877-9392.

Fraud Alerts: You can place two types of fraud alerts on your credit report to notify creditors: an initial alert and an extended alert. You may place an initial fraud alert on your credit report if you suspect you have been, or are about to be, a victim of identity theft. An initial fraud alert lasts for one year. You may place an extended alert on your credit report by mail if you have been a victim of identity theft with the appropriate documentary proof. An extended fraud

alert lasts for seven years. You can place a fraud alert on your credit report by calling the toll-free fraud number or visiting the website of any of the three national credit reporting agencies listed below. You only need to notify one agency, because it must notify the other two agencies.

Equifax: 1-866-349-5191, https://www.equifax.com/personal/education/identity-theft/fraud-alert-security-freeze-credit-lock/
Experian: 1-888-397-3742, https://www.experian.com/fraud/center.html
TransUnion: 1-800-680-7289, https://www.transunion.com/fraud-alerts

Credit Freezes: You may put a credit freeze, also known as a security freeze, on your credit file so that no new credit can be opened in your name without the use of a PIN number and/or password that may be issued to you when you initiate a freeze. A credit freeze is designed to prevent potential credit grantors from accessing your credit report without your consent. If you place a credit freeze, potential creditors and other third parties will not be able to access your credit report unless you lift the freeze.

Therefore, using a credit freeze may delay your ability to obtain credit. There is no fee to place, lift and/or remove a credit freeze. *Unlike a fraud alert, you must separately place a credit freeze on your credit file at each credit reporting agency*. Contact the three major credit reporting agencies to place a credit freeze and learn more information:

Equifax Security Freeze P.O. Box 105788 Atlanta, GA 30348 1-800-349-9960 https://www.equifax.com/personal/credit-report-services/credit-freeze/	Experian Security Freeze P.O. Box 9554 Allen, TX 75013 1-888-397-3742 https://www.experian.com/freeze/center.html	TransUnion Security Freeze P.O. Box 160 Woodlyn, PA 19094 1-888-909-8872 https://www.transunion.com/credit-freeze

You can obtain more information about fraud alerts and credit freezes by contacting the FTC or one of the national credit reporting agencies listed above.

Additional Product Information From IDX

1. Website and Enrollment. Scan the QR image or go to https://app.idx.us/account-creation/protect and follow the instructions for enrollment using your Enrollment Code provided at the top of the letter. Please note the deadline to enroll is October 15, 2026.

2. Activate the credit monitoring provided as part of your IDX identity protection membership. The monitoring included in the membership must be activated to be effective. Note: You must have established credit and access to a computer and the internet to use this service. If you need assistance, IDX will be able to assist you.

3. Telephone. Contact IDX at 1-866-200-0991 to gain additional information about this event and speak with knowledgeable representatives about the appropriate steps to take to protect your credit identity.