

Notice of Data Event
Shively Brothers Inc. – September 21, 2023

Shively Brothers Inc. (“Shively Brothers”) is providing notice of a recent cyber incident that may impact the privacy of certain information of limited individuals. While we do not have any indication of any identity theft or fraud occurring as a result of this incident, this notice provides individuals with additional information about the incident, our response, and steps one can take to further protect information against identity theft and fraud, should one determine it is appropriate to do so.

On February 10, 2023, Shively Brothers identified irregular activity within our computer network. In response, Shively Brothers immediately took steps to secure our environment and launched an investigation to determine the nature and scope of incident. As a result of the investigation, Shively Brothers determined that between February 7, 2023 and February 10, 2023, an unauthorized actor gained access to certain Shively Brothers computer systems and potentially accessed and/or acquired certain files stored on accessed computer systems. Shively Brothers then undertook a comprehensive review of the contents of the accessed files to identify whether they contained any sensitive information and to whom it relates. Shively Brothers began notifying impacted individuals in April of 2023 as it identified impacted individuals. On June 27, 2023, the detailed review was complete, and Shively Brothers began taking steps to send the final notices to any additional individuals whose information was potentially accessed or acquired.

Shively Brothers takes this incident and the security of information within our care very seriously. Upon discovery of this incident, we immediately launched an in-depth investigation to determine the full nature and scope of this incident and moved quickly to assess the security of our systems and notify potentially affected individuals. As part of our ongoing commitment to the privacy of information in our care, we are working to implement additional security measures to further protect against similar incidents in the future. The type of information identified varies by individual. The investigation determined the following types of information were impacted: name and one or more Social Security number, driver’s license or government-issued identification number, financial account information and medical/health insurance information. Shively Brothers mailed letters to potentially affected individuals for whom it maintains an address.

If you have questions, or need assistance, please call 888-397-0093.

We encourage potentially impacted individuals to remain vigilant against incidents of identity theft and fraud by reviewing their accounts, explanations of benefits, and credit reports for suspicious activity, and to report any suspicious activity to the affiliated institutions immediately. Individuals may contact the three major credit reporting agencies for advice on how to obtain free credit reports and how to place fraud alerts and security freezes on credit files. The relevant contact information is below.

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 your free credit report, visit www.annualcreditreport.com or call, toll-free, 1-877-322-8228. You may also directly contact the three major credit reporting bureaus listed below to request a free copy of your 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 you are a victim of identity theft, you are entitled to an extended fraud alert, which is a fraud alert lasting seven years. Should you wish to place a fraud alert, please 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 your name without your consent. However, you should be aware that using a credit freeze to take control over who gets access to the personal and financial information in your credit report may delay, interfere with, or prohibit the timely approval of any subsequent request or application you make regarding a new loan, credit, mortgage, or any other account involving the extension of credit. Pursuant to federal law, you cannot be charged to place or lift a credit freeze on your credit report. To request a security freeze, you 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, etc.); and
7. A copy of either the police report, investigative report, or complaint to a law enforcement agency concerning identity theft if you are a victim of identity theft.

Should you wish to place a credit freeze, please 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

You may further educate yourself regarding identity theft, fraud alerts, credit freezes, and the steps you can take to protect your personal information by contacting the consumer reporting bureaus, the Federal Trade Commission, or your 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. You can obtain further information on how to file such a complaint by way of the contact information listed above. You have the right to file a police report if you ever experience identity theft or fraud. 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. Instances of known or suspected identity theft should also be reported to law enforcement and your state Attorney General. This notice has not been delayed by law enforcement.