

## Notice of Data Event

Print Media Association (“PMA”) is providing notice of an event that involves certain individuals’ personal information. This letter provides information about what happened, PMA’s response, and steps individuals can take to help protect their personal information, should they feel it appropriate to do so.

**What Happened?** On May 5, 2025, PMA became aware of suspicious activity in its email environment. PMA took prompt containment action and initiated an investigation with the assistance of outside professionals. The investigation determined that an unauthorized third party accessed certain email accounts between May 1, 2025 and May 5, 2025. A diligent review of documents involved was conducted to identify whether they contained personal information, and if so, what personal information they contained and to whom that information relates. This review was completed on August 11, 2025 and identified that the affected documents contained personal information related to certain individuals.

**What Information Was Involved?** The personal information present in the documents involved in the event includes a combination of certain individuals’ names and the following: Social security number, driver’s license, state, or other governmental identification number, financial account or payment card information, medical information, health insurance information, and biometric information.

**What We Are Doing.** Upon learning of this event, PMA took prompt containment action, conducted an investigation as described above, and is notifying individuals whose personal information was identified in the documents involved in the event. PMA is reviewing its existing policies and procedures to help reduce the likelihood of a similar event occurring in the future. In addition, PMA is offering eligible individuals access to complimentary credit monitoring and identity restoration services through Experian.

**What You Can Do.** PMA encourages individuals to remain vigilant in protecting against identity theft and fraud, including by reviewing their account statements and monitoring their credit reports for suspicious activity. Information about how to obtain a free credit report, credit freeze, and other guidance is provided in the enclosed *Steps Individuals Can Take to Help Protect Personal Information*.

**For More Information.** If you have questions, please call PMA’s assistance line at 1-833-931-7669 between the hours of 8:00am - 8:00pm Central Time, Monday through Friday, excluding major U.S. holidays. Please be prepared to provide this engagement number: B151519. You may also write to PMA at 15400 South Outer Forty Drive, Suite 205, Chesterfield, MO 63017.

### STEPS INDIVIDUALS CAN TAKE TO HELP PROTECT PERSONAL INFORMATION

#### **Monitor Your Accounts**

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](http://www.annualcreditreport.com) or call, toll-free, 1-877-322-8228. Consumers 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 1-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 consumers are the victim of identity theft, they are entitled to an extended fraud alert, which is a fraud alert lasting seven years. Should consumers wish to place a fraud alert, please contact any 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 a consumer’s name without consent. However, consumers 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, consumers cannot be charged to place or lift a credit freeze on their credit report. To request a credit freeze, individuals may need to provide some or all of 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 they are a victim of identity theft.

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

| <b>Equifax</b>                                                                                                                  | <b>Experian</b>                                                             | <b>TransUnion</b>                                                                                     |
|---------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|
| <a href="https://www.equifax.com/personal/credit-report-services/">https://www.equifax.com/personal/credit-report-services/</a> | <a href="https://www.experian.com/help/">https://www.experian.com/help/</a> | <a href="https://www.transunion.com/data-breach-help">https://www.transunion.com/data-breach-help</a> |
| 1-888-298-0045                                                                                                                  | 1-888-397-3742                                                              | 1-833-799-5355                                                                                        |
| Equifax Fraud Alert, P.O. Box 105069<br>Atlanta, GA 30348-5069                                                                  | Experian Fraud Alert, P.O. Box<br>9554, Allen, TX 75013                     | TransUnion, P.O. Box 2000,<br>Chester, PA 19016                                                       |
| Equifax Credit Freeze, P.O. Box 105788<br>Atlanta, GA 30348-5788                                                                | Experian Credit Freeze, P.O.<br>Box 9554, Allen, TX 75013                   | TransUnion, P.O. Box 160,<br>Woodlyn, PA 19094                                                        |

### **Additional Information**

Consumers 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](http://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. Consumers can obtain further information on how to file such a complaint by way of the contact information listed above. Consumers 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, consumers 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 the relevant state Attorney General. This notice has not been delayed by law enforcement.