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VIA PORTAL

April 11, 2025

Office of the Attorney General
Consumer Affairs Response Team
2115 State Capitol
Lincoln, NE 68509

Re: Notice of Privacy Event

To Whom It May Concern:

Winston & Strawn LLP (“Winston”) is writing on behalf of The Hertz Corporation, including the Hertz, Dollar and Thrifty brands, 8501 Williams Road, Estero, Florida 33928 (“Hertz”) with respect to the privacy event involving a vendor of Hertz, Cleo Communications US LLC, 4949 Harrison Avenue, Suite 200, Rockford, Illinois 61108 (“Cleo”) that is the subject of this notice (the “Event”).

By way of background, Cleo is a vendor that provides a file transfer platform used by Hertz for limited purposes. On February 10, 2025, Hertz confirmed that its data was acquired by an unauthorized third party that Hertz understands exploited zero-day vulnerabilities¹ within Cleo’s platform in October 2024 and December 2024. Importantly, there is no forensic evidence to date that Hertz’s own network was impacted by the Event. That stated, upon confirmation on February 10, 2025 that its data was impacted by the Event, Hertz immediately began analyzing the data to determine the scope of the Event and to identify individuals whose personal information may have been impacted.

Hertz completed this data analysis on April 2, 2025 and confirmed on that date that individuals with Nebraska addresses were part of the potentially impacted population. Hertz has further concluded that the personal information involved in the Event may include name, contact information, date of birth, payment card information, driver’s license information and information related to workers’ compensation claims. In addition, a very small number of individuals may have had their Social Security number or other government identification numbers, passport information, Medicare or Medicaid ID (associated with workers’ compensation claims) or injury-related information associated with vehicle accident claims impacted by the Event.

Hertz has confirmed that Cleo took steps to investigate the Event and address the identified vulnerabilities. Hertz also reported this Event to law enforcement and is in the process of reporting the Event to relevant regulators, including this office. Notification letters related to the Event will be mailed to potentially impacted individuals beginning on April 11, 2025. In addition to these letters, Hertz is also making efforts, beginning on April 11, 2025, to notify this population via email, a notice on Hertz’s websites and a legal notice in *USA Today*, which is scheduled to run on April 14, 2025. Further, while Hertz is not aware of any misuse of personal

¹ Hertz understands that it was one of many companies that was impacted by the zero-day vulnerabilities in the Cleo platform. For more information about these vulnerabilities, please see <https://nvd.nist.gov/vuln/detail/CVE-2024-50623> and <https://nvd.nist.gov/vuln/detail/CVE-2024-55956>.

information for fraudulent purposes in connection with the Event, out of an abundance of caution, Hertz has secured the services of Kroll to provide two years of identity monitoring services to potentially impacted individuals with Nebraska addresses at no cost. Hertz has also provided potentially impacted individuals in the United States with the ability to directly enroll in these identity monitoring services through a link in the notice on Hertz's websites.

By providing the information in this notice, Hertz expressly reserves all available rights, defenses, and privileges in connection with the Event. Furthermore, Hertz does not admit or concede any liability or wrongdoing and expressly reserves its right to contest or challenge any findings or conclusions of any investigation by this office or any other office or agency with appropriate jurisdiction. Finally, this notice is not, and does not otherwise constitute, a waiver of Hertz's objection that Nebraska may lack personal jurisdiction with respect to the Event.

It is my hope that this notice will satisfy this office's need for information related to the Event. However, if this office requires any additional details, please contact me by telephone at (312) 558-7435 or via email at ASwanson@winston.com.

Sincerely,

A handwritten signature in black ink, appearing to read 'Aless S', followed by a long horizontal line extending to the right.

Alessandra Swanson

Attachment: Exhibit 1 – Example Notification Letter

EXHIBIT 1
Example Notification Letter

<<Date>> (Format: Month Day,
Year

<<first_name>> <<middle_name>> <<last_name>>
<<suffix>>

<<address_1>>

<<address_2>>

<<city>>, <<state_province>> <<postal_code>>

<<country>>

Dear <<first_name>>,

The Hertz Corporation, on behalf of Hertz, Dollar and Thrifty brands (collectively, “Hertz,” “we,” or “us”), is writing to notify you about an event involving Cleo Communications US, LLC (“Cleo”), a vendor of Hertz, that may have impacted the personal information of certain individuals, including you. This notice provides details about the event, measures we have taken in response, and additional steps you can take to help protect your personal information, if you feel it is necessary to do so.

What Happened? Cleo is a vendor that provides a file transfer platform used by Hertz for limited purposes. On February 10, 2025, we confirmed that Hertz data was acquired by an unauthorized third party that we understand exploited zero- day vulnerabilities within Cleo’s platform in October 2024 and December 2024. Hertz immediately began analyzing the data to determine the scope of the event and to identify individuals whose personal information may have been impacted.

What Information Was Involved? We completed this data analysis on April 2, 2025 and concluded that the personal information involved in this event may include your <<b2b_text_1(name, contact information + Data Elements)>>.

What We Are Doing. Hertz takes the privacy and security of personal information seriously. To that end, Hertz has confirmed that Cleo took steps to investigate the event and address the identified vulnerabilities. Hertz also reported this event to law enforcement and is in the process of reporting the event to relevant regulators. Further, out of an abundance of caution, Hertz has secured the services of Kroll to provide two years of identity monitoring services at no cost to you. You can visit <https://enroll.krollmonitoring.com> to activate and take advantage of your identity monitoring services. You have until <<b2b_text_6(activation deadline)>> to activate your identity monitoring services. Your membership number is <<Membership Number s_n>>.

What You Can Do. While Hertz is not aware of any misuse of your personal information for fraudulent purposes, we encourage you, as a best practice, to remain vigilant to the possibility of fraud or errors by reviewing your account statements and monitoring free credit reports for any unauthorized activity and reporting any such activity.

For More Information. We understand that you may have questions about this event that are not addressed in this letter. If you have additional questions, please call (866) 408-8964, Monday through Friday, from 6:00 a.m. to 8:00 p.m. Central Time, excluding major U.S. holidays.

Sincerely,

The Hertz Corporation
8501 Williams Road
Estero, Florida 33928



TAKE ADVANTAGE OF YOUR IDENTITY MONITORING SERVICES

You have been provided with access to the following services from Kroll:

Single Bureau Credit Monitoring

You will receive alerts when there are certain changes to your credit data—for instance, when a new line of credit is applied for in your name. If you do not recognize the activity, you'll have the option to call a Kroll fraud specialist, who will be able to help you determine if it is an indicator of identity theft.

Fraud Consultation

You will have access to a Kroll fraud specialist. Support includes showing you helpful ways to protect your identity, explaining your rights and protections under the law, providing assistance with fraud alerts, and interpreting how personal information is accessed and used, including investigating suspicious activity that could be tied to an identity theft event.

Identity Theft Restoration

If you become a victim of identity theft, an experienced Kroll licensed investigator will work on your behalf to help resolve related issues. You will have access to an investigator who understands your issues and can help do the work for you. Your investigator will make efforts to uncover the scope of the identity theft and then help work to resolve it.

Kroll's activation website is only compatible with the current version or one version earlier of Chrome, Firefox, Safari and Edge.

To receive credit services, you must be over the age of 18 and have established credit in the U.S., have a Social Security number in your name, and have a U.S. residential address associated with your credit file.

ADDITIONAL RESOURCES

Review Account Statements and Credit Reports

Individuals should remain vigilant by reviewing account statements and monitoring credit reports. Under federal law, an individual may be entitled every 12 months to one free copy of the individual's credit report from each of the three major credit reporting companies. To obtain a free annual credit report, go to www.annualcreditreport.com or call 1-877-322-8228. Consumers may wish to stagger their requests so that they receive free reports from one of the three credit bureaus every four months.

Place a Fraud Alert or Credit Freeze/Security Freeze

A consumer can 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 an individual's credit file. Upon seeing a fraud alert displayed on an individual's credit file, a business must verify the individual's identity before extending new credit. Victims of identity theft may be entitled to an extended fraud alert, which is a fraud alert lasting seven years. To place a fraud alert, please contact any of the three major credit reporting bureaus listed below.

As an alternative to a fraud alert, an individual has the right to place a "credit freeze" (also referred to as a "security freeze") on a credit report, which will prohibit a credit bureau from releasing information in the credit report without the individual's express authorization. The credit freeze is designed to prevent credit, loans, and services from being approved in the individual's name without the individual's consent. However, please be aware that using a credit freeze to control who can access an individual's personal and financial information in the individual's credit report may delay, interfere with, or prohibit the timely approval of any subsequent request or application the individual makes regarding a new loan, credit, mortgage, or any other account involving the extension of credit. Pursuant to federal law, an individual cannot be charged to place or lift a credit freeze on the individual's credit report. The following information will need to be provided to request a credit freeze: (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 the individual is a victim of identity theft.

To place a fraud alert or 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

Other Steps For Consideration

Individuals may educate themselves regarding identity theft, fraud alerts, credit freezes, and the steps they can take to protect personal information by contacting the individual reporting bureaus (as described above), the Federal Trade Commission, or their state Attorney General. In particular, the Federal Trade Commission

encourages those who discover their information has been misused to file a complaint. Individuals can obtain further information on filing such a complaint by using the contact information listed below.

An individual can file a police report in the event of identity theft or fraud. Please note that, to file a report with law enforcement for identity theft, an individual will likely need to provide some proof of the identity theft. Instances of known or suspected identity theft should also be reported to law enforcement and the relevant state Attorney General.

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

Maryland Residents: Individuals may contact and obtain information from Maryland Attorney General at 200 St. Paul Place, 16th Floor, Baltimore, MD 21202; 1-410-528-8662 or 1-888-743-0023; and www.oag.state.md.us.

Massachusetts Residents: **Individuals can file a police report in the event of identity theft or fraud.** Under Massachusetts law, an individual may have the right to file and obtain a copy of a police report. Individuals may also have the right to request a security freeze, as described above. Individuals may contact and obtain information from the Massachusetts Attorney General at One Ashburton Place, Boston, MA 02108, 1-617-727-8400, www.mass.gov/ago/contact-us.html. Instances of known or suspected identity theft should also be reported to law enforcement and the Attorney General.

New Mexico Residents: Individuals have rights pursuant to the Fair Credit Reporting Act, such as the right to be told if information in their credit file has been used against them, the right to know what is in their credit files, the right to ask for their credit scores, and the right to dispute incomplete or inaccurate information. Further, pursuant to the Fair Credit Reporting Act, the individual reporting bureaus must correct or delete inaccurate, incomplete, or unverifiable information; consumer reporting agencies may not report outdated negative information; access to individuals' files is limited; individuals must give consent for credit reports to be provided to employers; individuals may limit "prescreened" offers of credit and insurance based on information in credit reports; and individuals may seek damages from violators. Individuals 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. For more information about rights available under the Fair Credit Reporting Act, visit 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: Individuals may contact and obtain information from the New York Office of the Attorney General at The Capitol, Albany, NY 12224-0341; 1-800-771-7755; or <https://ag.ny.gov/>.

North Carolina Residents: Individuals may contact and obtain information from the North Carolina Attorney General at 9001 Mail Service Center, Raleigh, NC 27699-9001; 1-877-566-7226 or 1-919-716-6000; and www.ncdoj.gov.

Rhode Island Residents: Individuals may contact and obtain information from the Rhode Island Attorney General at 150 South Main Street, Providence, RI 02903; 1-401-274-4400; and www.riag.ri.gov. Under Rhode Island law, individuals have the right to obtain any police report filed in regard to this event.

Washington, D.C. Residents: Individuals may have the right to request a security freeze, as described above. Individuals may contact and obtain information from the Office of the Attorney General for the District of Columbia at 400 6th Street, NW, Washington, DC 20001; 202-727-3400; and oag@dc.gov.