

EXHIBIT 1

This notice is being provided by Advantive LLC (“Advantive”), located at 4221 W. Boy Scout Blvd., Suite 390 Tampa, FL 33607. By providing this notice, Advantive does not waive any rights or defenses regarding the applicability of Nebraska law, the applicability of the Nebraska data event notification statute, or personal jurisdiction.

Nature of the Data Event

On or about April 10, 2026, Advantive became aware of suspicious activity involving the software that Advantive provides to certain businesses. Upon identifying this activity, Advantive immediately began an investigation into the nature and scope of the event. Through Advantive’s investigation, it was determined that an unknown actor was able to access certain files without authorization. Upon determining what files were impacted, Advantive conducted a comprehensive review of those files to determine what information may have been impacted and to whom that information related. That review recently completed.

Given the nature of Advantive’s business, the data impacted in the event was not Advantive’s data, but was data belonging to Advantive’s customers. More specifically, Advantive provides software to its business customers, and then that software is utilized by those business customers to allow their customers to make purchases from them online. As such, additional steps were taken to allow Advantive to coordinate with its business customers and effectuate appropriate notifications to customers of their business customers. Those efforts recently completed, and Advantive is now proceeding with notification to impacted individuals on behalf of its customers.

The information that could have been subject to unauthorized access includes name and payment card information including payment card numbers, CVVs, expiration dates, and the types of payment cards.

Notice to Nebraska Residents

On or about July 2, 2026, Advantive provided written notice of this incident to approximately fifty (50) Nebraska residents. Written notice is being provided in substantially the same form as the letter attached here as ***Exhibit A***.

Other Steps Taken and To Be Taken

Upon becoming aware of the event, Advantive moved quickly to investigate and respond to the same, assess the security of Advantive systems, and identify potentially affected individuals. Further, Advantive implemented additional security measures related to data privacy and security to protect against similar events moving forward. Advantive is also providing access to credit monitoring services for twelve (12) months through Haystack, to individuals whose personal information was potentially affected by this incident, at no cost to these individuals.

Additionally, Advantive is providing impacted individuals with guidance on how to better protect against identity theft and fraud. Advantive is providing individuals with information on how to place a fraud alert and security freeze on one’s credit file, the contact details for the national consumer reporting agencies, information on how to obtain a free credit report, a reminder to remain vigilant for incidents of fraud and identity theft by reviewing account statements and monitoring free credit reports, and encouragement to contact the Federal Trade Commission, their state Attorney General, and law enforcement to report attempted or actual identity theft and fraud.

Advantive is also providing written notice of this incident to relevant state regulators, where required, and to the three major credit reporting agencies, Equifax, Experian, and TransUnion.

EXHIBIT A

Advantive LLC

Via First-Class Mail

PRESORT
FIRST-CLASS MAIL
US POSTAGE
PAID
CHICAGO, IL
PERMIT NO 4187

July 2, 2026

NOTICE OF DATA INCIDENT

Dear

Advantive LLC, (“Advantive”) writes to inform you of a data security incident potentially involving some of your information. Advantive provides software to businesses that those businesses use as their ecommerce platform, which supports platforms for consumers who wish to make purchases online. As described in greater detail below, that software was compromised in this event which potentially allowed unauthorized access to payment card information you used to make a purchase online. This letter provides you with details about the event, our response, and resources available to you to help protect your information from possible misuse, should you feel it is appropriate to do so.

What Happened? On or about April 10, 2026, Advantive became aware of suspicious activity involving the software that Advantive provides to certain businesses known as eComm-ONE. Upon identifying this activity, we immediately began an investigation into the nature and scope of the event. Through our investigation, we determined that an unknown actor was able to access certain files without our authorization. Upon determining what files were impacted, we conducted a comprehensive review of those files to determine what information may have been impacted and to whom that information related. That review recently completed, and Advantive is providing you with notification upon determining that information related to you was potentially contained within the impacted files.

What Information Was Involved? The following types of information related to you were potentially impacted in this event:

What We Are Doing. The confidentiality, privacy, and security of information in our care are among our highest priorities. In response to this event, we quickly took steps to secure our environment and ensure that the access was not continuing to occur. We also implemented additional security measures related to data privacy and security to protect against similar events moving forward. As an added precaution, we are offering you access to credit monitoring and identity restoration assistance services for 12 months through HaystackID, a company specializing in fraud assistance and remediation services, at no cost to you. You must enroll within 90

days from the date of this letter. A description of services and instructions regarding how to enroll are enclosed. Please note that you must complete the enrollment process yourself as we are not permitted to enroll you in these services.

What You Can Do. In addition to enrolling in the monitoring services being offered to you, we encourage you to remain vigilant against incidents of identity theft and fraud by reviewing your account statements and reporting suspected identity theft and fraud to your credit card company or bank. You may also review the information contained in the enclosed *Steps You Can Take to Help Protect Personal Information*. There you will also find more information regarding ways to protect and monitor your information.

For More Information. We understand that you may have concerns that are not addressed in this letter. If you have questions, please call 1-833-899-2311 (toll free) Monday through Friday, from 9:00 a.m. to 9:00 p.m. Eastern Time, excluding major U.S. holidays. Please have this letter ready if you call. You may also write to us at 4221 W. Boy Scout Blvd., Suite 390 Tampa, FL 33607.

Sincerely,

Advantive LLC

Steps You Can Take To help Protect Personal Information

Enroll in Monitoring Services

To enroll in Credit Monitoring services at no charge, please log on to the following and follow the instructions provided: www.equifax.com/activate.

When prompted please provide the following activation code to receive services:

In order for you to receive the monitoring services described above, you must enroll within 90 days from the date of this letter. The enrollment requires an internet connection and e-mail account and may not be available to minors under the age of 18 years of age. Please note that when signing up for monitoring services, you may be asked to verify personal information for your own protection to confirm your identity.

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 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:

Equifax	Experian	TransUnion
https://www.equifax.com/personal/credit-report-services/	https://www.experian.com/help/	https://www.transunion.com/data-breach-help
1-888-298-0045	1-888-397-3742	1-833-799-5355
Equifax Fraud Alert, P.O. Box 105069 Atlanta, GA 30348-5069	Experian Fraud Alert, P.O. Box 9554, Allen, TX 75013	TransUnion, 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, P.O. Box 160, 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 your 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; 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.

For District of Columbia residents, the District of Columbia Attorney General may be contacted at: 400 6th Street, NW, Washington, D.C. 20001; (202) 442-9828; and oag.dc.gov.

For Maryland residents, the Maryland Attorney General may be contacted at: 200 St. Paul Place, 16th Floor, Baltimore, MD 21202; 1-410-576-6300 or 1-888-743-0023; and <https://www.marylandattorneygeneral.gov/>.

For New Mexico residents, consumers 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 file, the right to ask for their credit score, and the right to dispute incomplete or inaccurate information. Further, pursuant to the Fair Credit Reporting Act, the consumer reporting bureaus must correct or delete inaccurate, incomplete, or unverifiable information; consumer reporting agencies may not report outdated negative information; access to consumers' files is limited; consumers must give consent for credit reports to be provided to employers; consumers may limit "prescreened" offers of credit and insurance based on information in their credit report; and consumers may seek damages from violators. Consumers 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. We encourage consumers to review their 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.

For New York residents, the New York Attorney General may be contacted at: Office of the Attorney General, The Capitol, Albany, NY 12224-0341; 1-800-771-7755; or <https://ag.ny.gov>.

For North Carolina residents, the North Carolina Attorney General may be contacted at: 9001 Mail Service Center, Raleigh, NC 27699-9001; 1-877-566-7226 or 1-919-716-6000; and www.ncdoj.gov.

For Rhode Island residents, the Rhode Island Attorney General may be reached at: 150 South Main Street, Providence, RI 02903; www.riag.ri.gov; and 1-401-274-4400. Under Rhode Island law, individuals have the right to obtain any police report filed in regard to this event. There are approximately 6 Rhode Island residents that may be impacted by this event.