



Secure Processing Center
25 Route 111, P.O. Box 1048
Smithtown, NY 11787

Activation Code: <<Activation Code>>

Enrollment Deadline: <<Enrollment
Deadline>>

Postal Endorsement Line

<<Full Name>>

<<Address 1>>

<<Address 2>>

<<Address 3>>

<<City>>, <<State>> <<Zip>>

<<Country>>

***Postal IMB Barcode

<<Date>>

Subject: <<Variable Header/Variable data 2>>

Dear <<Full Name>>,

I am writing to inform you of a recent data security incident experienced by South Plains Implement (hereinafter referred to as "SPI") that may have affected your personally identifiable information. SPI takes the privacy and security of all information within its possession very seriously. I want to emphasize that SPI has no evidence of the misuse or attempted misuse of your personally identifiable information.

What Happened:

On December 10, 2024, SPI identified suspicious activity on its network. In response, we took immediate steps to secure our digital environment and promptly launched an investigation. In so doing, SPI engaged independent digital forensics and incident response experts to determine what happened and to identify any information that may have been accessed or acquired without authorization as a result. On February 25, 2025, SPI learned that your personally identifiable information may have been impacted in connection with the incident, which is the reason for this notification. SPI worked diligently to identify information required to effectuate your notification. **Notably, based on the investigation, SPI has no evidence of the misuse or attempted misuse of any of your potentially impacted information.**

What Information Was Involved:

The information potentially impacted in connection with this incident included your name and <<Data Elements>><<Variable data 1>>.

What We Are Doing:

As soon as we discovered this incident, SPI took the steps described above. In addition, we implemented measures to enhance security of our digital environment in an effort to minimize the risk of a similar incident occurring in the future.

Although SPI has no evidence of the misuse or attempted misuse of any potentially impacted information, we are providing you with information about steps that you can take to help protect your information and is offering you complimentary identity monitoring services through Epiq - a data breach and recovery services expert. These services include complimentary <<CM Duration>> membership in Equifax Credit Watch Gold. For more information on identity theft prevention and Equifax Credit Watch Gold including instructions on how to activate your complimentary membership, please see the additional information provided in this letter.

What You Can Do:

We encourage you to contact Epiq with any questions and to enroll in free identity protection services by going to **www.equifax.com/activate** and using the Enrollment Code provided above. Epiq representatives are available Monday through Friday from 6 am - 6 pm Pacific Time. Please note the deadline to enroll is <<**Enrollment Deadline**>>.

To reiterate, at this time there is no evidence that your information has been misused. However, we encourage you to take full advantage of this service offering as a precaution. Epiq representatives have been fully versed on the incident and can answer questions or concerns you may have regarding protection of your personal information.

For More Information: You will find detailed instructions for enrollment on the enclosed Recommended Steps document. Also, you will need to reference the enrollment code at the top of this letter when calling or enrolling online, so please do not discard this letter.

Please call 855-549-2606 for assistance or for any additional questions you may have.

Please know that SPI takes this matter very seriously and deeply regrets any worry or inconvenience that this may cause you.

Sincerely,

A handwritten signature in cursive script, appearing to read "Jeff Coffman", written in dark ink on a light background.

Jeff Coffman
Chief Executive Officer
South Plains Implement



Recommended Steps to help Protect your Information

Equifax Credit Watch™ Gold

*Note: You must be over age 18 with a credit file to take advantage of the product.

Key Features

- Credit monitoring with email notifications of key changes to your Equifax credit report
- Daily access to your Equifax credit report
- WebScan notifications¹ when your personal information, such as Social Security Number, credit/debit card or bank account numbers are found on fraudulent Internet trading sites
- Automatic fraud alerts², which encourages potential lenders to take extra steps to verify your identity before extending credit, plus blocked inquiry alerts and Equifax credit report lock³
- Identity Restoration to help restore your identity should you become a victim of identity theft, and a dedicated Identity Restoration Specialist to work on your behalf
- Up to \$1,000,000 of identity theft insurance coverage for certain out of pocket expenses resulting from identity theft⁴

Enrollment Instructions

Go to www.equifax.com/activate

Enter your unique Activation Code of <<Activation Code>> then click “Submit”

1. **Register:**

Complete the form with your contact information and click “Continue”.

If you already have a myEquifax account, click the ‘Sign in here’ link under the “Let’s get started” header.

Once you have successfully signed in, you will skip to the Checkout Page in Step 4

2. **Create Account:**

Enter your email address, create a password, and accept the terms of use.

3. **Verify Identity:**

To enroll in your product, we will ask you to complete our identity verification process.

4. **Checkout:**

Upon successful verification of your identity, you will see the Checkout Page.

Click ‘Sign Me Up’ to finish enrolling.

You’re done!

The confirmation page shows your completed enrollment.

Click “View My Product” to access the product features.

¹WebScan searches for your Social Security Number, up to 5 passport numbers, up to 6 bank account numbers, up to 6 credit/debit card numbers, up to 6 email addresses, and up to 10 medical ID numbers. WebScan searches thousands of Internet sites where consumers' personal information is suspected of being bought and sold and regularly adds new sites to the list of those it searches. However, the Internet addresses of these suspected Internet trading sites are not published and frequently change, so there is no guarantee that we are able to locate and search every possible Internet site where consumers' personal information is at risk of being traded. ²The Automatic Fraud Alert feature is made available to consumers by Equifax Information Services LLC and fulfilled on its behalf by Equifax Consumer Services LLC.

³Locking your Equifax credit report will prevent access to it by certain third parties. Locking your Equifax credit report will not prevent access to your credit report at any other credit reporting agency. Entities that may still have access to your Equifax credit report include: companies like Equifax Global Consumer Solutions, which provide you with access to your credit report or credit score, or monitor your credit report as part of a subscription or similar service; companies that provide you with a copy of your credit report or credit score, upon your request; federal, state and local government agencies and courts in certain circumstances; companies using the information in connection with the underwriting of insurance, or for employment, tenant or background screening purposes; companies that have a current account or relationship with you, and collection agencies acting on behalf of those whom you owe; companies that authenticate a consumer's identity for purposes other than granting credit, or for investigating or preventing actual or potential fraud; and companies that wish to make pre-approved offers of credit or insurance to you. To opt out of such pre-approved offers, visit www.optoutprescreen.com ⁴The Identity Theft Insurance benefit is underwritten and administered by American Bankers Insurance Company of Florida, an Assurant company, under group or blanket policies issued to Equifax, Inc., or its respective affiliates for the benefit of its Members. Please refer to the actual policies for terms, conditions, and exclusions of coverage. Coverage may not be available in all jurisdictions.

Review your credit reports. We recommend that you remain vigilant by reviewing account statements and monitoring credit reports. Under federal law, you also are entitled every 12 months to one free copy of your 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. You may wish to stagger your requests so that you receive a free report by one of the three credit bureaus every four months.

You should also know that you have the right to file a police report if you ever experience identity fraud. Please note that in order to file a crime report or incident report with law enforcement for identity theft, you will likely need to provide some kind of proof that you have been a victim. A police report is often required to dispute fraudulent items. You can report suspected incidents of identity theft to local law enforcement or to the Attorney General.

Place Fraud Alerts with the three credit bureaus. You can place a fraud alert at one of the three major credit bureaus by phone and also via Experian's or Equifax's website. A fraud alert tells creditors to follow certain procedures, including contacting you, before they open any new accounts or change your existing accounts. Placing a fraud alert can protect you but also may delay you when you seek to obtain credit.

Credit Bureaus

Equifax Fraud Reporting
1-866-349-5191
P.O. Box 105069
Atlanta, GA 30348-5069
www.equifax.com

Experian Fraud Reporting
1-888-397-3742
P.O. Box 9554
Allen, TX 75013
www.experian.com

TransUnion Fraud Reporting
1-800-680-7289
P.O. Box 2000
Chester, PA 19022-2000
www.transunion.com

It is necessary to contact only ONE of these bureaus and use only ONE of these methods. As soon as one of the three bureaus confirms your fraud alert, the others are notified to place alerts on their records as well. You will receive confirmation letters in the mail and will then be able to order all three credit reports, free of charge, for your review. An initial fraud alert will last for one year. **Please Note: No one is allowed to place a fraud alert on your credit report except you.**

Security Freeze. By placing a security freeze, someone who fraudulently acquires your personal identifying information will not be able to use that information to open new accounts or borrow money in your name. You will need to contact the three national credit reporting bureaus listed above to place the freeze. Keep in mind that when you place the freeze, you will not be able to borrow money, obtain instant credit, or get a new credit card until you temporarily lift or permanently remove the freeze. There is no cost to freeze or unfreeze your credit files.

You can obtain additional information about the steps you can take to avoid identity theft from the following agencies. The Federal Trade Commission also encourages those who discover that their information has been misused to file a complaint with them.

New Mexico Residents: the Attorney General may be contacted at 408 Galisteo Street, Villagra Building, Santa Fe, NM 87501; 505-490-4060 (www.nmdoj.gov).

Texas Residents: the Attorney General may be contacted at PO Box 12548, Austin, TX 78711-2548; 512-463-2100 (oag.texas.gov).

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