EXHIBIT 1

This notice may be supplemented with any new significant facts learned subsequent to its submission. By providing this notice, Nuna Baby Essentials, Inc. ("Nuna") 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 December 6, 2024, Nuna identified suspicious activity on its website payment platform. Nuna promptly took steps to secure the website and began an investigation to understand the nature and scope of this activity. Through this investigation, it was determined that information entered on the Nuna website checkout page between September 8, 2024 and December 6, 2024 may have been copied or accessed by an unauthorized party. As a result, Nuna undertook a review of the potentially affected data to determine what information was involved and to whom the information related. The investigation was recently completed and determined the information that could have been subject to unauthorized access includes name, billing address, payment card number, expiration date, and security code.

Notice to Nebraska Residents

On or about February 21, 2025, Nuna provided written notice of this incident to potentially affected individuals, including sixty-six (66) 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 discovering the event, Nuna moved quickly to investigate and respond to the incident, assess the security of Nuna systems, and identify potentially affected individuals. Nuna is also working to implement additional safeguards.

Additionally, Nuna is providing impacted individuals with guidance on how to better protect against identity theft and fraud, including advising individuals to report any suspected incidents of identity theft or fraud to their credit card company and/or bank. Nuna 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. Nuna is providing written notice of this incident to relevant state regulators and to the three major credit reporting agencies, Equifax, Experian, and TransUnion.

EXHIBIT A

Nuna Baby Essentials, Inc.
c/o Cyberscout
PO Box 1286
Dearborn, MI 48120-9998

[redacted]

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Februar 21, 2025

NOTICE OF DATA BREACH

Dear [redacted]:

Nuna Baby Essentials, Inc. ("Nuna") writes to inform you of a recent event which may impact the privacy of some of your information. We take this incident very seriously and are providing you with this letter to inform you of the event, our response, and steps you may take to protect your information, should you feel it is necessary to do so.

What Happened? On or about December 6, 2024, Nuna identified suspicious activity on its website's payment platform. Nuna promptly took steps to secure the website and began an investigation to better understand the nature and scope of this activity. Through this investigation, it was determined that information entered on the checkout page between September 8, 2024 and December 6, 2024 may have been copied or accessed by an unauthorized party. As a result, Nuna thoroughly reviewed the affected data to determine what information was involved and to whom the information related.

What Information Was Involved? Nuna's investigation and review was completed on or about February 3, 2025. We are notifying you now because some of your information was potentially affected by this incident, which may include your name, billing address, payment card number, expiration date, and security code.

What We Are Doing. Nuna takes this incident and the security of your information seriously. Upon learning of this incident, Nuna took steps to investigate and respond, including removing the unauthorized code as well as reviewing and enhancing website protections, policies and procedures to reduce the likelihood of a similar event in the future. We are notifying individuals, regulatory authorities and consumer reporting agencies, as required by law.

What You Can Do. We encourage you to remain vigilant against incidents of identity theft and fraud by reviewing your account statements and monitoring your free credit reports for suspicious activity and errors. If you identify suspicious charges or activity on your account statement, you should contact the bank or financial institution that issued the payment card involved. You can also review the enclosed *Steps You Can Take to Help Protect Your Personal Information* to learn helpful tips on steps you can take to protect against possible information misuse, should you feel it appropriate to do so.

For More Information. We understand that you may have questions about this incident that are not addressed in this letter. If you have additional questions or need assistance, please contact us at [redacted] from 8 a.m. to 8 p.m. Eastern Time, Monday through Friday, excluding holidays.

Sincerely,

Nuna Baby Essentials, Inc.

STEPS YOU CAN TAKE TO HELP PROTECT YOUR 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 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/credit-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 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

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; 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. Nuna is located at 70 Thousand Oaks Boulevard, Morgantown, PA 19543.

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/. Nuna is located at 70 Thousand Oaks Boulevard, Morgantown, PA 19543.

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 [#] Rhode Island residents that may be impacted by this event.

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