

Furniture Mart USA – Notice of Data Event

Furniture Mart USA (“Furniture Mart”) is providing notice of an event that may involve personal information related to certain individuals. Furniture Mart is providing information about the event, our response, and resources available to individuals to help them protect their information from possible misuse, should they feel it appropriate to do so.

What Happened? On November 3, 2024, Furniture Mart became aware of suspicious activity involving our systems and promptly began an investigation. On December 2, 2024, the investigation determined that an unknown actor viewed and copied certain files from our systems on November 3, 2024. Furniture Mart then reviewed our records to identify individuals whose personal information was involved in this event and locate address information for those individuals.

What Information Was Involved? The personal information in the affected files may include certain individuals’ names and a combination of the following: date of birth, financial account or payment card information, Social Security number, driver’s license or state identification number, taxpayer identification number, passport number, medical information, and health insurance information.

What We Are Doing. We take this event and the security of information in our care seriously. We moved quickly to secure our network, investigate the suspicious activity, and notify potentially affected individuals. As part of our ongoing commitment to information security, we are reviewing our policies and procedures to reduce the likelihood of similar future events. We also notified federal law enforcement and relevant regulators, as required. Furniture Mart is also offering individuals with personal information involved in this event complimentary credit monitoring and identity theft protection services through IDX.

What You Can Do. We encourage you to remain vigilant against incidents of identity theft and fraud by reviewing your account statements and monitoring free credit reports for suspicious activity and to detect errors. Suspicious activity should be promptly reported to relevant parties such as your financial institution. Additional information and resources may be found below in the *Steps You Can Take to Help Protect Personal Information*.

For More Information. We understand you may have questions about this event not addressed in this notice letter. If you have any questions, please contact us at 1-877-203-6517 (toll-free) from 8 am to 8 pm Monday through Friday, excluding U.S. holidays. You may also write to Furniture Mart at Furniture Mart USA, 140 East Hinks Lane, Suite 201, Sioux Falls, SD 57104.

Steps You 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 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/	www.transunion.com/get-credit-report www.transunion.com/credit-freeze www.transunion.com/fraud-alerts
1-888-298-0045	1-888-397-3742	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 LLC PO 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	

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.