

Synergy Hotels, Inc. (“Synergy”) providing notice of a data privacy event.

We identified suspicious activity with systems in our network and in response we shut down a portion of our network to review the security of the environment and we conducted a thorough investigation of the activity. Through this investigation, we identified that certain files were copied from a portion of our systems without authorization on or around July 1, 2023.

We reviewed the files for sensitive information and identified information including name, financial account information, driver's license number, date of birth, Passport number, US Alien Registration number, medical information, health insurance information, payment card information, taxpayer identification number, state identification, electronic/digital signature, account/online credentials, military identification number, email address with password, and Social Security number. The information varied by individual.

We take this event along with the privacy and security of information in our care seriously. As such, we took steps to conduct a diligent investigation into the event and to confirm the security of our network. We reported this event to federal law enforcement and applicable state regulators. We also mailed notice letters to individuals for whom we had contact information and had personal information in the involved files.

Individuals who may be affected are encouraged to remain vigilant against incidents of identity theft and fraud by reviewing their account statements along with monitoring their free credit reports for suspicious activity and to detect errors. 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, and to learn more about placing a security freeze or fraud alert on their credit file.

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

For additional information on this event, whether you may be impacted, and the resources available to help protect personal information, Synergy has established a dedicated call center, which may be reached at (866) 528-0724, Monday through Friday 8 am – 5:30 pm Central Time (excluding major U.S. holidays).