



Incident Response Services

Avon Park Housing Authority

October 24, 2025

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Hi Maria,

IDX is pleased to present a proposal for Data Breach Response Services, which has been requested by Avon Park Housing Authority.

Since our founding in 2003, our focus has centered on innovative breach and incident response identity protection services to meet the needs of our clients and members in an efficient and empathetic manner. This approach has led to positive outcomes for both our clients and the individuals whose information was compromised.

Our proposal has been crafted based on the information provided and required us to make some assumptions. If, after review, either party provides new information that changes the scope of the engagement, we will need to make changes to this proposal, so it best meets the needs of both parties.

The IDX team has worked with thousands of organizations and millions of people providing data breach remediation, incident response, and identity protection services to both impacted individuals and employees. We have offices throughout the world and operate globally 24x7x365.

We look forward to the opportunity to provide our clients with exceptional customer service as well as comprehensive protection for the affected individuals.

Sincerely,

Todd Hindman

SVP, Strategic Alliances & Data Breach Response Services

512-712-2270

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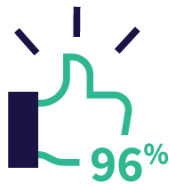
Executive Summary

The surge in cyber attacks is exposing organizations and individuals to increased risk when their sensitive and private information is compromised. Millions of individuals have fallen victim to identity theft and account takeover – crimes that can put their financial, reputational, and even physical health at risk.

No organization is immune from a cyber attack—they have become an accepted “cost” of doing business in our hyper-connected and digital world. When a breach occurs, it is critical to address the operational, financial, and regulatory risks as well as identity theft to the impacted population with prompt, caring, and relevant service.

Companies and organizations rely on IDX, and the expert IDX Breach Response Team, to manage their data breach response. Our services can be customized to fit your specific situation—be it a small incident or a large-scale breach—and we can work with your internal team to respond and manage the incident. With our comprehensive range of services, we’re well equipped to handle all aspects of your response needs. Most importantly, we hold ourselves to the very highest of ethical standards and are proud of our sterling reputation in the industry.

Our services include a customizable mix of project management, notification and communication services (including call center & website hosting). This proposal and Statement of Work provides an in-depth look at these services as well as our comprehensive identity protection services.



96% would recommend IDX
and select us again in the future



Largest data breach provider
to the federal government



+1,000 data breach incidents
managed every year



| The IDX Difference

END-TO-END RESPONSE SERVICES

When an incident strikes, our clients can benefit from our comprehensive, end-to-end management of preparing, containing, responding to any type and size of cyber attack, with one seamless, full-service team. IDX eliminates the need to patch together multiple vendors, providing services that cover the full spectrum of needs around incident readiness and response.

Our services cover the entire threat landscape including ransomware and data extortion, business email compromise, intellectual property theft, insider threats, and much more, to ensure organizations are prepared for and can respond to any type of attack. We are focused on mitigating the increasing frequency and complexity of cyber threats for our clients.



We are passionate about providing innovative technology, customer-centric expert services for our clients. IDX is structured to focus on speed, while maintaining high levels of service and satisfaction.

| IDX Breach Notification & Protection Services

We understand that every client is unique and commonly have differentiated breach and incident response requirements. Our team is dedicated to work with your organization to reduce breach risks and costs while creating peace of mind for the impacted individuals with our proven professional services and the unmatched flexibility of our identity protection platform.

Our approach minimizes the negative effects of a breach by ensuring that your customers, members, or employees are **truly supported**.

Trusted as an approved vendor by nearly all major cyber insurance carriers.

More than 20 years serving government agencies, healthcare organizations, enterprises, and nonprofits.



Our expertise:

- We **specialize in identity protection** and help members monitor and restore their identities. Identity protection has been our focus for more than 20 years.
- Small or large member population? We can **scale to handle incidents of any size**.
- With our **highly trained specialists**, we are well equipped to handle all of your enrollment, monitoring, and identity restoration needs.
- Our **identity protection services can be customized** to fit your specific goals and complement your internal capabilities.

COMPLETE PROJECT MANAGEMENT, LAUNCH & PLATFORM CONFIGURATION

IDX will provide a dedicated incident response and data breach project manager throughout the entire engagement. This individual will be responsible for ensuring success throughout every stage of the project.

KEY DELIVERABLES AND MILESTONES

- Provide a detailed project plan that defines actions, responsibilities, and timeline.
- Execute on recurring project status calls on a daily-to-weekly basis to manage program objectives, both pre- and post-launch.
- Review National Change of Address (NCOA) validation prior to population notification.
- If required and included within the statement of work, the team will return mail tracking and execute on any required management for population notifications or population resend processes.
- If required and included within the statement of work, conduct advanced address searches and contract reconciliations.
- If required and included within the statement of work, we will execute on custom programming or communication workflows, create incremental letter versions, and/or execute on specific requirements outside of standard platform and project launch.

| Breach Communications

Communication, communication, communication. During a crisis, data breach, or cyber incident, effective and efficient communication will eradicate issues and keep all parties in alignment. The IDX Response program includes robust full lifecycle communication capabilities, global secure call centers, regulatory notifications and mailings, custom website and communication letter creation, mass email distribution, dedicated agent staffing, and language-specific capabilities.

During an identity protection enrollment process or while we are standing up a rapid data breach call center, we offer a wide variety of custom call scripts that empower our trained and dedicated agents to address the concerns of the impacted population while maintaining strict compliance with state and



federal regulations. In addition, we'll work with your team to recreate the same voice and proactive message across all communications: notification letter, website, and the call center. This proven approach is highly effective in providing peace of mind and minimizing the long-term risks of a data breach, such as harm to your reputation.

AFFECTED POPULATION NOTIFICATIONS

We will work with your legal, privacy, or security response teams to draft, print, and successfully mail, or email, the notification letters to the breach-affected individuals. Our global print capabilities can deliver mail to any individual in any location and our scale is unmatched. Our notification services can be tailored to our customers' requirements.

KEY DELIVERABLES AND MILESTONES

- > Provide recommended notification letter templates that meet the needs of your organization, the affected population, and regulatory compliance.
- > Provide recommendations and easy-to-follow steps for enrolling in IDX's IDX Identity Protection Services. If offered, these steps may include email, postal mail, and website enrollment options.
- > Enable printing, processing, and handling of USPS First Class notification letters to the population where required and selected in the corresponding statements of work.
- > Utilize #10 - 8 1/2" X 11" double-sided grayscale printouts and #10 envelopes for our communication notifications. The standard length is 2 sheets of paper unless specified otherwise in the statement of work.
- > Provide a secure mechanism to transceive the affected population data required for the notifications. Typically, this includes the population's full name, address, unique ID, and letter version in specified format to authenticate and reconcile the affected population.
- > Execute address validation, reconciliation and standardization.
- > Ad-hoc reports, including certificate of mailing, undeliverable letters, and updated addresses from the United States Postal Service National Change of Address system.
- > Implement variable data fields that can be added in the body of the notification letter.

CUSTOM ENROLLMENT WEBSITE

If requested and included within the statement of work, IDX will create a custom data breach and incident response notification website. Additionally, this website may include enrollment information as well.

KEY DELIVERABLES AND MILESTONES

- > Create a custom website developed and hosted by IDX which may include a custom incident FAQs section.



- > Create and launch an online identity protection enrollment experience and related services
- > Provide access to IDX member dashboards for exclusive member services and reporting of suspected identity theft.
- > Maintain website services and availability for the term of the engagement.

| Breach Operations Call Centers

IDX operates redundant, multi-site, secure call centers throughout the world. These call centers enable our customers to speak to local-language and local time zone representatives to ensure customer service and satisfaction. Furthermore, our secure operations centers employ best-in-class physical security protection protocols, technologies, and processes.

KEY DELIVERABLES AND MILESTONES

- > Advise and provide best-practice templates for customized FAQs that meet the needs of the organization, affected population, and regulatory requirements.
- > Ensure that all call center response agents are trained on the details of the incident, including FAQs, escalation process, and service levels.
- > Ensure that our Americas call centers are operational from 9:00am-9:00pm EST, Monday-Friday (excluding holidays). Additional, global call center hours and multilingual services are available for multi-national breaches and incident response requirements.
- > IDX's commitment to excellence can be measured through our operations centers service level objectives where 90% of calls are answered within 3 minutes or less.
- > Ensure that all customer callers are authenticated through our fully integrated and secure customer relationship management system.
- > Provide capabilities to successfully ensure that all calls are monitored for quality assurance and that management team members are available to manage all calls that require escalation.
- > Provide periodic call center reports on key performance indicators such as call volume, inbound and outbound calls, protection enrollments, and website activity. Custom reports are available and can be written into the statement of work.
- > IDX will maintain all systems and platforms throughout the duration of the engagement.

100% Identity Recovery

We have a **100% success record** in restoring victims to their pre-theft status.

The most **agile and secure** identity protection platform.

Fully customize identity protection services to meet the needs of your population.



| Identity Protection Services

Our identity protection services can be specifically tailored to meet the needs of the client and their population. We recommend that the client consider all our offerings and evaluate the proper level of protection for their organization.



SINGLE OR TRIPLE BUREAU CREDIT MONITORING

Monitoring of one or all credit bureaus for changes to the customer's credit file such as new credit inquiries, new accounts opened, delinquent payments, improvements in the member's credit report, bankruptcies, court judgments and tax liens, new addresses, new employers, and other activities that affect the member's credit record.



CYBERSCAN® DARK WEB MONITORING

IDX provides unique and unmatched deep and dark web monitoring of underground websites, chat rooms and malware, 24/7, to identify trading or selling of members' personal information, like SSNs, bank accounts, email addresses, medical ID numbers, driver's license numbers, passport numbers, credit and debit cards, phone numbers, and other unique identifiers. This best-in-class monitoring extends our members' protection enabling them to see emerging threats and stop active risks before damage to identities can occur.



ACCOUNT TAKEOVER & COMPROMISED CREDENTIAL PROTECTION

In today's threat landscape, continuous monitoring of the deep and dark web should be a central part of protecting identities. These channels encompass a portion of the internet that provides a level of privacy and anonymity that is very appealing to threat actors. Our monitoring allows members to gain early warning to emerging or imminent threats and be informed at the first signs of potential account takeovers or compromised credentials.



IDENTITY THEFT INSURANCE

Identity theft insurance will reimburse members for expenses associated with restoring their identity should they become a victim of identity theft. If a member's identity is compromised, the policy provides coverage for up to \$1,000,000, with no deductible. Coverage is subject to the terms, limits, and/or exclusions of the policy.



FULLY MANAGED IDENTITY RECOVERY

Our fully-managed recovery service provides our members recovery and restoration for identity theft issues such as (but not limited to): Account Creation, Criminal ID Theft, Medical Fraud, Account Takeover, Rental Application, Tax Fraud, Benefit Fraud, Online Auction Fraud and Utility Creation. This service includes complete triage process for members who report suspicious activity, a personally assigned ID Care Specialist to fully manage recovery and restoration of each identity theft case and expert guidance provided for those with questions about identity theft and protective measures. We have 100 percent success restoring affected individuals to pre-theft status, including highly complex instances involving financial and medical identity theft and fraud. When it comes to fully-managed identity recovery, we set the standard others only strive to match

We are committed to your success!

Our team at IDX appreciates the opportunity to provide you with leading cybersecurity response, privacy, and protection services. We look forward to building a strong relationship with your organization.



Statement of Work

This Statement of Work ("SOW") is an agreement for Data Breach Response Services between Identity Theft Guard Solutions, Inc. d/b/a IDX ("IDX") and the undersigned party ("CLIENT"), dated as of the date last signed below ("Effective Date"). The prior pages are for reference purposes only; the terms and conditions are as set forth in this SOW.

Data Breach, Incident Response, & Identity Protection

Product Listing	Itemized Cost	Volume	Total Cost
Dedicated Project Manager	Included	Included	Included
Platform Configuration & Launch The project and platform launch date is tentatively scheduled for five business days after receipt of a signed SOW, final notification template, and completed data file.	Included	N/A	Included
Enterprise Breach Communications & Notification Complete Bundle (3 Months) Response Notification: Up to 3 versions of the Notification Letter, Print and Mail letters via USPS 1st Class Mail not-to-exceed 2 pages front and back, and NCOA Address Validation prior to mailing. Additional versions are available for \$395 each. Response Call Center Operations: Live agents that specialize in enrollments, fraud support and guidance. Our call center agents will be trained on the custom nature of this breach to include all relevant details. Reporting: Weekly dashboard-level reporting on key performance and enrollment indicators. Additional reports will be \$295 each.		86 Individuals	\$1,199.99
Total Communication and Notification Fees			\$1,199.99



Identity Protection Codes • Single Bureau Credit Monitoring (adults*) • CyberScan Dark Web Monitoring • \$1,000,000 Reimbursement Insurance • Dedicated Identity Recovery Team • Lost Wallet Assistance • Native Web & Mobile Applications *Enrolled minors will receive all other service components listed above.	Fixed Fee Included (Adults) Included (Minors)		Included in the Total Project Cost
Total Project			\$1,199.99



Payment Details, Terms & Transparency

- > Any/all enrollments included are for 12 or 24-month service terms.
- > Quoted price includes one mailing instance. Additional mailings can be added for \$695/ mailing (excluding printing and postage).
- > Notification letters include two sheets of paper (4 sides). Additional sheets of paper can be added for \$0.05/sheet/letter, if requested.
- > Advanced Address Search (Name + SSN) is available for \$0.20/search, if requested.
- > Postage increases, or surcharges for bulk or international mail will be passed through at cost, if applicable.
- > The Total Communication and Notification Fees will be invoiced immediately upon SOW approval and are due upon receipt.
- > Fees for as-enrolled identity protection codes and any additional services will be billed monthly based upon actual utilization, unless otherwise stated, due 30 days from the invoice date.
- > IDX believes in transparency and as such our terms are open and available to the public. They are posted at idx.us/psa and are made a part of this SOW.



IN WITNESS WHEREOF, each party has caused its authorized representative to execute this Statement of Work as of the Effective Date.

Contact for Invoices

(required)

Name: _____

Address:

Attn:

Phone: _____

Email: _____

Tax Exempt? () no () yes

Please provide exemption cert if yes

Client: Avon Park Housing Authority

Identity Theft Guard Solutions, Inc. d/b/a IDX

Signature: _____

Signature: _____

Name: _____

Name: _____

Date: _____

Date: _____