

Website Notice of Data Security Incident

Lion Street Financial, LLC (“Lion Street”), which is affiliated with Mercury Financial Group (“Mercury”), is a national network of elite firms and financial professionals serving high-net-worth, high-income and business-owner clients with sophisticated life insurance, wealth management and financial planning solutions. Lion Street recently learned about a data security incident that may have impacted your personal information. Specifically, the incident in question may have resulted in the disclosure of your name and some combination of Social Security number, date of birth, driver’s license number, medical information, health insurance policy information, or financial account information. At Lion Street, we respect the privacy and security of all information within our control and sincerely apologize for any concern this may cause you.

What happened?

On January 21, 2021, Lion Street became aware of suspicious activity associated with one of its corporate email accounts. We investigated to determine what personal information may have been contained in the accounts at the time of the incident. We have no evidence that this information has been misused, but we greatly value client transparency and wanted to notify our clients of this incident. On August 26, 2021, Lion Street determined that personal information was present in one of the accessed email accounts. We issued notification letters to those who were impacted, but not all addresses were available, so we are also posting notice on our website and notifying media entities in the applicable jurisdiction.

What information was involved?

From our investigation, it appears that certain personal information was present in the accounts. This information included names and some combination of Social Security number, date of birth, driver’s license number, medical information, health insurance policy information, or financial account information.

What are we doing?

To help reduce the risk of fraud or identity theft, we are offering complimentary credit monitoring and identity restoration services, at no charge. IDX identity protection services include: credit and CyberScan monitoring, a \$1,000,000 insurance reimbursement policy, and fully managed ID theft recovery services.

Additionally, in response to this incident, we have changed user passwords, retrained staff on identifying and responding to phishing emails, and started implementing multi-factor authentication on user accounts.

What can you do?

It is always a good idea to carefully monitor your bank account and other financial statements, and immediately contact your financial institution if you identify any suspicious activity. We also recommend that clients keep an eye on their benefits statement and report any unusual activity. All individuals whose information may have been involved in this incident are being offered complimentary identity protection services through IDX. We encourage you to contact IDX with any questions and to determine if your information was present in the impacted dataset. To determine whether you were affected by this incident, please call **1-833-513-2605** Monday through Friday from 8 am - 8 pm Central Time.

For more information

If you have any questions or concerns, please call **1-833-513-2605** Monday through Friday from 8 am - 8 pm Central Time. Your trust is our top priority, and we deeply regret any inconvenience or concern that this matter may cause you. Individuals can also contact the Federal Trade Commission at 600 Pennsylvania Avenue NW, Washington, D.C. 20580, 1-877-ID-THEFT (1-877-438-4338); TTY: 1-866-653-4261 or visit www.ftc.gov/idtheft/ for more information on protecting their identity.