



Baker&Hostetler LLP

1735 Market Street
Suite 3300
Philadelphia, PA 19103-7501

T 215.568.3100
F 215.568.3439
www.bakerlaw.com

Daniel A. Pepper
direct dial: 215.564.2456
dpepper@bakerlaw.com

March 21, 2022

VIA EMAIL (IDTHEFT@OAG.STATE.MD.US)

Brian E. Frosh
Attorney General
Office of the Attorney General
Attn: Security Breach Notification
200 St. Paul Place
Baltimore, MD 21202

Re: Incident Notification

Dear Attorney General Frosh:

We are writing on behalf of our client, Columbia Land Conservancy, Inc. (“CLC”), to notify you of a security incident involving six Maryland residents.

CLC recently concluded its investigation of an incident that involved unauthorized access to certain files on its computer systems. Upon identifying the incident, CLC immediately took steps to secure the systems involved, commenced an investigation, and engaged a cybersecurity firm to assist. In connection with that investigation, CLC discovered that an unauthorized party accessed and/or acquired certain files from its systems between October 2, 2021 and October 20, 2021. CLC reviewed the files that may have been involved. On February 7, 2022, CLC determined that one or more of those files contained personal information of six Maryland residents, including their names and one or more of the following: financial account number and/or credit or debit card number.

On March 21, 2022, CLC is providing written notice via United States Postal Service First Class Mail to the Maryland residents whose personal information was potentially accessed by an unauthorized party, in accordance with Md. Code Ann., Com. Law § 14-3504.¹ CLC is encouraging the affected individuals to remain vigilant by reviewing their accounts for unauthorized activity.

¹ This notice does not waive Columbia Land Conservancy, Inc.’s objection that Maryland lacks personal jurisdiction over it regarding any claims related to this incident.

March 21, 2022

Page 2

To help prevent a similar incident from occurring in the future, CLC has implemented additional security measures to enhance the security of its network and enhanced our employee training concerning data security.

Please do not hesitate to contact me if you have any questions regarding this matter.

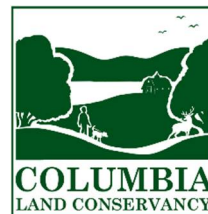
Sincerely,

A handwritten signature in dark ink, appearing to read "Dan Pepper", is written over a horizontal line.

Daniel A. Pepper
Partner

Enclosure

<Return Name>
<Return Address>
<City> <State> <Zip>



<FirstName> <LastName>
<Address1>
<Address2>
<City>, <State> <Zip>

March x, 2022

NOTICE OF DATA BREACH

Dear <<First Name>>:

Columbia Land Conservancy, Inc. ("CLC") is committed to protecting the privacy and security of the information we maintain. We are writing to inform you about a data security incident that may have involved some of your personal information. This notice explains the incident, measures we have taken, and some steps you can take in response.

What Happened? CLC recently concluded its investigation of an incident that involved unauthorized access to certain files on its computer systems. Upon identifying the incident, CLC immediately took steps to secure the systems involved, commenced an investigation, and engaged a cybersecurity firm to assist. In connection with that investigation, we discovered that an unauthorized party accessed and/or acquired certain files from CLC's systems between October 2, 2021 and October 20, 2021.

What Information Was Involved? We then reviewed the files to identify individuals whose personal information was included within these files. On February 7, 2022, we determined that the files may have included your name and <<VARIABLE DATA>>.

What We Are Doing. To help prevent a similar incident from occurring in the future, we have implemented additional security measures to enhance the security of our network and enhanced our employee training concerning data security

What You Can Do. We encourage you to remain vigilant by reviewing your financial account statements for any unauthorized activity. If you see charges or activity you did not authorize, please contact your financial institution immediately. **For more information as well as some additional steps you can take to protect your information, please see the pages that follow this letter.**

For More Information. We deeply regret any inconvenience or concern this incident may have caused. If you have any questions, please call our dedicated call center at 1-800-405-6108 Monday through Friday from 8:00 am to 8:00 pm Eastern time, except holidays. Representatives are available for 90 days. When calling, please provide the following unique code: <<unique code>>

Sincerely,

Troy Weldy
President

ADDITIONAL STEPS YOU CAN TAKE

We remind you it is always advisable to be vigilant for incidents of fraud or identity theft by reviewing your account statements and free credit reports for any unauthorized activity. You may obtain a copy of your credit report, free of charge, once every 12 months from each of the three nationwide credit reporting companies. To order your annual free credit report, please visit www.annualcreditreport.com or call toll free at 1-877-322-8228. Contact information for the three nationwide credit reporting companies is as follows:

- *Equifax*, PO Box 740241, Atlanta, GA 30374, www.equifax.com, 1-800-685-1111
- *Experian*, PO Box 2002, Allen, TX 75013, www.experian.com, 1-888-397-3742
- *TransUnion*, PO Box 2000, Chester, PA 19016, www.transunion.com, 1-800-916-8800

If you believe you are the victim of identity theft or have reason to believe your personal information has been misused, you should immediately contact the Federal Trade Commission and/or the Attorney General's office in your state. You can obtain information from these sources about steps an individual can take to avoid identity theft as well as information about fraud alerts and security freezes. You should also contact your local law enforcement authorities and file a police report. Obtain a copy of the police report in case you are asked to provide copies to creditors to correct your records. Contact information for the Federal Trade Commission is as follows:

- *Federal Trade Commission*, Consumer Response Center, 600 Pennsylvania Avenue NW, Washington, DC 20580, 1-877-IDTHEFT (438-4338), www.ftc.gov/idtheft

Fraud Alerts: There are two types of general fraud alerts you can place on your credit report to put your creditors on notice that you may be a victim of fraud—an initial alert and an extended alert. You may ask that an initial fraud alert be placed on your credit report if you suspect you have been, or are about to be, a victim of identity theft. An initial fraud alert stays on your credit report for one year. You may have an extended alert placed on your credit report if you have already been a victim of identity theft with the appropriate documentary proof. An extended fraud alert stays on your credit report for seven years.

To place a fraud alert on your credit reports, contact one of the nationwide credit bureaus. A fraud alert is free. The credit bureau you contact must tell the other two, and all three will place an alert on their versions of your report.

For those in the military who want to protect their credit while deployed, an Active Duty Military Fraud Alert lasts for one year and can be renewed for the length of your deployment. The credit bureaus will also take you off their marketing lists for pre-screened credit card offers for two years, unless you ask them not to.

Credit or Security Freezes: You have the right to put a credit freeze, also known as a security freeze, on your credit file, free of charge, which makes it more difficult for identity thieves to open new accounts in your name. That's because most creditors need to see your credit report before they approve a new account. If they can't see your report, they may not extend the credit.

How do I place a freeze on my credit reports? There is no fee to place or lift a security freeze. Unlike a fraud alert, you must separately place a security freeze on your credit file at each credit reporting company. For information and instructions to place a security freeze, contact each of the credit reporting agencies at the addresses below:

- **Experian Security Freeze**, PO Box 9554, Allen, TX 75013, www.experian.com
- **TransUnion Security Freeze**, PO Box 2000, Chester, PA 19016, www.transunion.com
- **Equifax Security Freeze**, PO Box 105788, Atlanta, GA 30348, www.equifax.com

You'll need to supply your name, address, date of birth, Social Security number and other personal information.

After receiving your freeze request, each credit bureau will provide you with a unique PIN (personal identification number) or password. Keep the PIN or password in a safe place. You will need it if you choose to lift the freeze.

How do I lift a freeze? A freeze remains in place until you ask the credit bureau to temporarily lift it or remove it altogether. If the request is made online or by phone, a credit bureau must lift a freeze within one hour. If the request is made by mail, then the bureau must lift the freeze no later than three business days after getting your request.

If you opt for a temporary lift because you are applying for credit or a job, and you can find out which credit bureau the business will contact for your file, you can save some time by lifting the freeze only at that particular credit bureau. Otherwise, you need to make the request with all three credit bureaus.

You may contact CLC via U.S. mail at 49 Main Street, Chatham, NY 12037 or via telephone at (518) 392-5252.

Additional Information for Residents of the Following States

Connecticut: You may contact and obtain information from your state attorney general at: *Connecticut Attorney General's Office*, 165 Capitol Ave, Hartford, CT 06106, 1-860-808-5318, www.ct.gov/ag

District of Columbia: You may contact and obtain information from your attorney general at: Office of the Attorney General for the District of Columbia, 441 4th Street NW, Washington, DC 20001, 1-202-727-3400, www.oag.dc.gov

Maryland: You may contact and obtain information from your state attorney general at: *Maryland Attorney General's Office*, 200 St. Paul Place, Baltimore, MD 21202, 1-888-743-0023 / 1-410-576-6300, www.oag.state.md.us

New York: You may contact and obtain information from these state agencies: *New York Department of State Division of Consumer Protection*, One Commerce Plaza, 99 Washington Ave., Albany, NY 12231-0001, 518-474-8583 / 1-800-697-1220, <http://www.dos.ny.gov/consumerprotection>; and *New York State Office of the Attorney General*, The Capitol, Albany, NY 12224-0341, 1-800-771-7755, <https://ag.ny.gov>

North Carolina: You may contact and obtain information from your state attorney general at: *North Carolina Attorney General's Office*, 9001 Mail Service Centre, Raleigh, NC 27699, 1-919-716-6000 / 1-877-566-7226, www.ncdoj.gov

Rhode Island: This incident involves 5 individuals in Rhode Island. Under Rhode Island law, you have the right to file and obtain a copy of a police report. You also have the right to request a security freeze, as described above. You may contact and obtain information from your state attorney general at: *Rhode Island Attorney General's Office*, 150 South Main Street, Providence, RI 02903, 1-401-274-4400, www.riag.ri.gov

A Summary of Your Rights Under the Fair Credit Reporting Act: The federal Fair Credit Reporting Act (FCRA) promotes the accuracy, fairness, and privacy of information in the files of consumer reporting agencies. There are many types of consumer reporting agencies, including credit bureaus and specialty agencies (such as agencies that sell information about check writing histories, medical records, and rental history records). Your major rights under the FCRA are summarized below. For more information, including information about additional rights, go to www.consumerfinance.gov/learnmore or write to: Consumer Financial Protection Bureau, 1700 G Street NW, Washington, DC 20552.

- You must be told if information in your file has been used against you.
- You have the right to know what is in your file.
- You have the right to ask for a credit score.

- You have the right to dispute incomplete or inaccurate information.
- Consumer reporting agencies must correct or delete inaccurate, incomplete, or unverifiable information.
- Consumer reporting agencies may not report outdated negative information.
- Access to your file is limited.
- You must give your consent for reports to be provided to employers.
- You may limit “prescreened” offers of credit and insurance you get based on information in your credit report.
- You have a right to place a “security freeze” on your credit report, which will prohibit a consumer reporting agency from releasing information in your credit report without your express authorization.
- You may seek damages from violators.
- Identity theft victims and active duty military personnel have additional rights.