



MULLEN
COUGHLIN^{LLC}
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March 14, 2022

VIA E-MAIL

Office of the Attorney General
Attn: Security Breach Notification
200 St. Paul Place
Baltimore, MD 21202
E-mail: idtheft@oag.state.md.us

Re: Notice of Data Security Event

Dear Sir or Madam:

We represent Technology Business Research, Inc. ("TBR"), located at 7A Merrill Industrial Drive, Hampton, NH 03842. TBR is providing notice to your office of an incident that may affect the security of personal information relating to certain Maryland resident. This notice may be supplemented with any new significant facts learned subsequent to its submission. By providing this notice, TBR does not waive any rights or defenses regarding the applicability of Maryland law, the applicability of the Maryland data event notification statute, or personal jurisdiction.

Nature of the Data Event

On or about January 27, 2022, TBR identified unusual system activity on a segmented network within its environment. TBR immediately responded by disconnecting the impacted servers, securing its network, and launching an investigation with the assistance of third-party computer specialists. On or about February 14, 2022, the investigation determined that certain files on a server that contain information related to employees and former employees were potentially subject to unauthorized acquisition. The investigation could not confirm exactly which files were subjected to unauthorized access, and in an abundance of caution, TBR undertook a review of the potentially impacted files in order to identify the information that was present and to whom it related. Based on these efforts, TBR is providing notice to individuals whose information may have been impacted by this event. The information related to a Maryland resident that could have been affected by this incident includes name and Social Security number.

Notice to Maryland Resident

On March 14, 2022, TBR provided written notice of this event to potentially affected individuals, which includes approximately one (1) Maryland resident. Written notice is being provided in substantially the same form as the letter attached here as ***Exhibit A***.

Other Steps Taken and To Be Taken

TBR takes information security very seriously and it has security measures in place to protect information in its care. In response to this incident, TBR immediately secured its systems and launched a comprehensive investigation. TBR is also reviewing and enhancing existing policies and procedures and implementing additional safeguards to further secure the information in its systems in the future. TBR reported this incident to federal law enforcement and is also notifying relevant regulatory authorities.

TBRI is providing credit monitoring services for twenty-four (24) months to Maryland resident whose personal information was potentially affected by this event at no cost to these individuals. TBR is also providing potentially impacted individuals with guidance on how to better protect against identity theft and fraud, including providing individuals with information on how to place a fraud alert and security freeze on one's credit file, the contact details for the national consumer reporting agencies, information on how to obtain a free credit report, a reminder to remain vigilant for incidents of fraud and identity theft by reviewing account statements and monitoring free credit reports, and encouragement to contact the Federal Trade Commission, their state Attorney General, and law enforcement to report attempted or actual identity theft and fraud. TBR is also providing access to credit monitoring services to individuals potentially affected by this incident, at no cost to these individuals.

Contact Information

Should you have any questions regarding this notification or other aspects of the data security event, please contact us at (267) 930-1613.

Very truly yours,

Katie Butler of
MULLEN COUGHLIN LLC

Enclosure

EXHIBIT A



Return Mail Processing Center
P.O. Box 6336
Portland, OR 97228-6336

<<Mail ID>>

<<Name 1>>

<<Name 2>>

<<Address 1>>

<<Address 2>>

<<Address 3>>

<<Address 4>>

<<Address 5>>

<<City>> <<State>> <<Zip>>

<<Country>>

<<Date>>

RE: Notice of Data Event

Dear <<Name 1>>:

Technology Business Research, Inc. ("TBR") is writing to make you aware of a recent incident that may impact some of your information. This notice provides you with information about the incident, our response, and steps you may take to help protect your personal information, should you feel it is appropriate to do so.

What Happened? On January 27, 2022, TBR identified unusual activity on a TBR server. We immediately responded by disconnecting the impacted servers, securing our network, and launching an investigation with the assistance of third-party computer specialists. On or about February 14, 2022, the investigation determined that certain files that contain information related to employees and former employees were potentially subject to unauthorized acquisition. While there is no indication that your specific information was actually accessed or misused, in an abundance of caution, we are providing this notice to our employees so that they may take steps to protect their information.

What Information Was Involved? The information that may have been impacted by this event includes your name and Social Security number.

What We Are Doing. Information security is one of TBR's highest priorities, and we have security measures in place to protect information in our care. We responded immediately when we discovered this incident by taking steps to secure our systems and launch a comprehensive investigation. We are also reviewing and enhancing existing policies and procedures and implementing additional safeguards to further secure the information in our systems in the future. We reported this incident to federal law enforcement and are also notifying relevant regulatory authorities.

As an added precaution, TBR is offering you access to 24 months of credit monitoring and identity protection services at no cost to you. You will find information on how to enroll in these services in the enclosed "*Steps You Can Take To Help Protect Your Information.*" We encourage you to enroll in these services as we are not able to do so on your behalf.

What You Can Do. We encourage you to remain vigilant against incidents of identity theft and fraud by reviewing your account statements and monitoring your free credit reports for suspicious activity and to detect errors. Please also review the information contained in the attached "*Steps You Can Take To Help Protect Your Information.*"

For More Information. We understand that you may have questions about this incident that are not addressed in this letter. If you have additional questions or concerns, please call our dedicated assistance line at 833-904-3430, which is available Monday through Friday, from 9:00 a.m. to 9:00 p.m. Eastern Time. Please know we take this incident very seriously and sincerely regret any inconvenience or concern it may cause you.

Sincerely,

Technology Business Research, Inc.

STEPS YOU CAN TAKE TO HELP PROTECT YOUR INFORMATION

Enroll in Credit Monitoring Services



Activation Code: <<Activation Code>>

1-Bureau TransUnion Credit Monitoring Product Offering: (Online and Offline)

As a safeguard, we have arranged for you to enroll, at no cost to you, in an online credit monitoring service (*myTrueIdentity*) for 24 months provided by TransUnion Interactive, a subsidiary of TransUnion®, one of the three nationwide credit reporting companies.

To enroll in this service, go directly to the *myTrueIdentity* website at **www.mytrueidentity.com** and in the space referenced as “Enter Activation Code”, enter the following unique 12-letter Activation Code <<Activation Code>> and follow the three steps to receive your credit monitoring service online within minutes.

If you do not have access to the Internet and wish to enroll in a similar offline, paper based, credit monitoring service, via U.S. Mail delivery, please call the TransUnion Fraud Response Services toll-free hotline at **1-855-288-5422**. When prompted, enter the following 6-digit telephone pass code <<Engagement Number>> and follow the steps to enroll in the offline credit monitoring service, add an initial fraud alert to your credit file, or to speak to a TransUnion representative if you believe you may be a victim of identity theft.

Once you are enrolled, you will be able to obtain 24 months of unlimited access to your TransUnion credit report and VantageScore® credit score by TransUnion. The daily credit monitoring service will notify you if there are any critical changes to your credit file at TransUnion®, including fraud alerts, new inquiries, new accounts, new public records, late payments, change of address and more. The service also includes the ability to lock and unlock your TransUnion credit report online, access to identity restoration services that provides assistance in the event your identity is compromised to help you restore your identity and up to \$1,000,000 in identity theft insurance with no deductible. (Policy limitations and exclusions may apply.)

You can sign up for the *myTrueIdentity* online Credit Monitoring service anytime between now and <<Enrollment Deadline>>. Due to privacy laws, we cannot register you directly. Please note that credit monitoring services might not be available for individuals who do not have credit file at TransUnion®, or an address in the United States (or its territories) and a valid Social Security number, or are under the age of 18. Enrolling in this service will not affect your credit score.

If you have questions about your *myTrueIdentity* online credit monitoring benefits, need help with your online enrollment, or need help accessing your credit report, or passing identity verification, please contact the *myTrueIdentity* Customer Service Team toll-free at: 1-844-787-4607, Monday-Friday: 8am- 9pm, Saturday-Sunday: 8am-5pm Eastern time.

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 your free credit report, visit www.annualcreditreport.com or call, toll-free, 1-877-322-8228. You may also directly contact the three major credit reporting bureaus listed below to request a free copy of your 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 you are a victim of identity theft, you are entitled to an extended fraud alert, which is a fraud alert lasting seven years. Should you wish to place a fraud alert, please contact any one 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 your name without your consent. However, you should be aware that using a credit freeze to take control over who gets access to the personal and financial information in your credit report may delay, interfere with, or prohibit the timely approval of any subsequent request or application you make regarding a new loan, credit, mortgage, or any other account involving the extension of credit. Pursuant to federal law, you cannot be charged to place or lift a credit freeze on your credit report. To request a security freeze, you will need to provide 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 you are a victim of identity theft.

Should you wish to place a credit freeze, 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/	https://www.transunion.com/credit-help
888-298-0045	1-888-397-3742	833-395-6938
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

Additional Information

You may further educate yourself regarding identity theft, fraud alerts, credit freezes, and the steps you can take to protect your personal information by contacting the consumer reporting bureaus, the Federal Trade Commission, or your state Attorney General. The Federal Trade Commission may be reached at: 600 Pennsylvania Avenue NW, Washington, DC 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. You can obtain further information on how to file such a complaint by way of the contact information listed above. You have the right to file a police report if you ever experience identity theft or fraud. Please note that in order to file a report with law enforcement for identity theft, you will likely need to provide some proof that you have been a victim. Instances of known or suspected identity theft should also be reported to law enforcement and your state Attorney General. This notice has not been delayed by law enforcement.

For New York residents, the New York Attorney General may be contacted at: Office of the Attorney General, The Capitol, Albany, NY 12224-0341; 1-800-771-7755; or <https://ag.ny.gov/>.

For North Carolina residents, the North Carolina Attorney General may be contacted at: 9001 Mail Service Center, Raleigh, NC 27699-9001; 1-877-566-7226 or 1-919-716-6000; and www.ncdoj.gov.

For Rhode Island residents, the Rhode Island Attorney General may be reached at: 150 South Main Street, Providence, RI 02903; www.riag.ri.gov; and 1-401-274-4400. Under Rhode Island law, you have the right to obtain any police report filed in regard to this incident. There are 3 known Rhode Island residents potentially impacted by this incident.