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January 21, 2022

VIA E-MAIL: 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, Snider Tire, Inc. ("Snider"), to notify you of a security incident. Snider is a commercial tire dealer located at 200 East Meadowview Road, Greensboro, NC 27406.

Snider concluded an investigation into a ransomware incident involving unauthorized access to certain computer systems on Snider's network. Upon discovering the incident, Snider immediately took steps to secure the network systems, began an investigation, and a cybersecurity firm was engaged to assist. The investigation determined that an unauthorized actor accessed its systems on July 21, 2021 and acquired a limited number of files.

In connection with that investigation, Snider conducted a thorough review of the files acquired by the unauthorized actor to identify the individuals whose personal information may have been accessed. On December 20, 2021, Snider determined that the information accessed contained the personal information of eight Maryland residents, including the residents' name and Social Security number.

On January 21, 2022, Snider is providing written notice via United States Postal Service First Class mail to the Maryland residents whose personal information was accessed by the unauthorized actor.[1] A copy of the notification letter is attached. Snider is offering a

[1] This notice does not waive Snider's objection that Maryland lacks personal jurisdiction over it regarding any claims related to this incident.

complimentary one-year membership of Experian's® IdentityWorks℠ Credit 3B identity monitoring services. This product includes credit monitoring, fraud consultation, and identity theft restoration services.

To help prevent a similar incident in the future, Snider implemented several additional enhancements to its existing security measures. Snider installed new tools to monitor activity on its network to protect the business and safeguard personal information, applied additional internal controls, implemented multi-factor authentication, and provided additional training to its users.

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

Sincerely,

Anthony P. Valach
Counsel

Enclosure

Return Mail Processing
PO Box 999
Suwanee, GA 30024

January 21, 2022

10 1 2916 ************************************SNGLP
SAMPLE A. SAMPLE - L01
APT ABC
123 ANY ST
ANYTOWN, US 12345-6789

Dear Sample A. Sample:

Snider Tire, Inc. recognizes the importance of protecting the information we maintain. We are writing to notify you that we identified and addressed an incident that may have involved some of your personal information. This notice explains the incident, measures we have taken, and additional steps you may consider taking in response.

We concluded an investigation into a ransomware incident involving unauthorized access to certain computer systems on our network. Upon discovering the incident, we immediately took steps to secure our systems, began an investigation, and a cybersecurity firm was engaged to assist. The investigation determined that an unauthorized person accessed our systems on July 21, 2021 and acquired a limited number of files from certain servers. We completed a thorough review of these files and on December 20, 2021 determined that the files contained your name and [Extra1] [Extra2].

We wanted to let you know this happened and assure you we take it very seriously. We are offering you a complimentary one-year membership of Experian's® IdentityWorks℠ Credit 3B identity monitoring services. This product includes Credit Monitoring, Fraud Consultation, and Identity Theft Restoration.

For more information on identity theft prevention, including instructions on how to activate your complimentary one-year membership, as well as information on additional steps you can take in response to this incident, please see the additional information provided in this letter.

To help prevent a similar incident in the future, we are implementing several additional enhancements to our existing security measures, including measures designed to prevent a recurrence of such an attack and to further protect the privacy of our employees. We deployed new tools to monitor activity on our network to protect the business and safeguard personal information. We also implemented additional internal controls and safeguards, implemented multi-factor authentication, and provided additional training to our system users.

We will continue to diligently ensure your data is protected. We trust that the services we are offering to you demonstrate our continued commitment to your security and satisfaction. Should you have any further questions or concerns regarding this matter, please contact our dedicated help line at (855) 797-1889 (toll-free), Monday through Friday, 9 AM to 11 PM Eastern Time and Saturday through Sunday from 11 AM to 8 PM Eastern Time.

Sincerely,

Marty H. Herndon
President/CEO
Snider Tire, Inc.

ACTIVATE IDENTITYWORKS NOW IN THREE EASY STEPS

1. ENROLL by: **April 12, 2022** (Your code will not work after this date.)
2. VISIT the **Experian IdentityWorks website** to enroll: **www.experianidworks.com/3bcredit**
3. PROVIDE the **Activation Code**: **ABCDEFGHI**

If you have questions about the product, need assistance with identity restoration or would like an alternative to enrolling in Experian IdentityWorks online, please contact Experian's customer care team at **(855) 797-1889**. Be prepared to provide engagement number **B023774** as proof of eligibility for the identity restoration services by Experian.

ADDITIONAL DETAILS REGARDING YOUR ONE-YEAR EXPERIAN IDENTITYWORKS MEMBERSHIP:

A credit card is **not** required for enrollment in Experian IdentityWorks.

You can contact Experian **immediately** regarding any fraud issues, and have access to the following features once you enroll in Experian IdentityWorks:

- **Experian credit report at signup:** See what information is associated with your credit file. Daily credit reports are available for online members only.*
- **Credit Monitoring:** Actively monitors Experian, Equifax and Transunion files for indicators of fraud.
- **Identity Restoration:** Identity Restoration specialists are immediately available to help you address credit and non-credit related fraud.
- **Experian IdentityWorks ExtendCARE™:** You receive the same high-level of Identity Restoration support even after your Experian IdentityWorks membership has expired.
- **Up to $1 Million Identity Theft Insurance**:** Provides coverage for certain costs and unauthorized electronic fund transfers.

What you can do to protect your information: There are additional actions you can consider taking to reduce the chances of identity theft or fraud on your account(s). Please refer to www.ExperianIDWorks.com/restoration for this information. If you have any questions about IdentityWorks, need help understanding something on your credit report or suspect that an item on your credit report may be fraudulent, please contact Experian's customer care team at **(855) 797-1889.**

* Offline members will be eligible to call for additional reports quarterly after enrolling

** The Identity Theft Insurance is underwritten and administered by American Bankers Insurance Company of Florida, an Assurant company. Please refer to the actual policies for terms, conditions, and exclusions of coverage. Coverage may not be available in all jurisdictions.

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 and Credit or Security Freezes:

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.

Snider Fleet Solutions is located at 200 E. Meadowview Rd. Greensboro, NC 27406 and its telephone number is 336-275-7188.

Additional information for residents of the following states:

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