



MULLEN
COUGHLIN^{LLC}
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April 5, 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 Event

Dear Sir or Madam:

We represent EYP, Inc. (“EYP”) located at 201 Fuller Road, 5th Floor, Albany, NY 12203, and are writing to notify your office of an event that may affect the security of certain personal information relating to approximately twenty-five (25) Maryland residents. This notice may be supplemented if new significant facts are learned subsequent to its submission. By providing this notice, EYP 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 March 1, 2022, EYP became aware of suspicious activity within its network. EYP promptly secured its systems and launched an investigation with the assistance of industry-leading outside cybersecurity specialists to investigate the nature and scope of this activity, confirm its impact on EYP systems, and restore full functionality to EYP’s environment as quickly as possible. EYP’s investigation determined that certain information stored on EYP systems may have been viewed without authorization between February 26, 2022, and March 1, 2022. Although the investigation found no indication that sensitive information relating to EYP’s employees was compromised, EYP recognized a possibility that employees may have stored personal information on their individual workstations, and therefore notified its employees of the incident in an abundance of caution.

Although EYP is not aware of the exact types of personal information any employee may have stored on their individual workstation, examples potentially include, but are not limited to name, Social Security number, and financial account information.

Notice to Maryland Residents

On or about April 5, 2022, EYP began mailing written notice of this event to twenty-five (25) Maryland residents. 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

Upon discovering the event, EYP moved quickly to investigate and respond to the event, assess the security of EYP systems, and identify potentially affected individuals. Further, EYP notified federal law enforcement regarding the event. EYP is also working to implement additional administrative and technical safeguards and training to its employees. EYP is providing access to credit monitoring services for two (2) years, through Experian, to individuals whose personal information was potentially affected by this event, at no cost to these individuals.

Additionally, EYP is providing potentially affected individuals with guidance on how to better protect against identity theft and fraud. EYP is 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. EYP is also providing written notice of this event to relevant state regulators, as necessary.

Contact Information

Should you have any questions regarding this notification or other aspects of the data security event, please contact us at (267) 930-4801.

Very truly yours,

Alexander T. Walker of
MULLEN COUGHLIN LLC

ATW/tbd
Enclosure

EXHIBIT A



Return Mail Processing
PO Box 999
Suwanee, GA 30024

1 1 54 *****SNGLP

SAMPLE A. SAMPLE - Individual

APT ABC



123 ANY ST

ANYTOWN, US 12345-6789



NOTICE OF [Extra1]

April 5, 2022

Dear Sample A. Sample:

EYP, Inc. ("EYP") writes to make you aware of a recent incident that may involve some of your information. While there is currently no indication your information has been misused, this letter will provide you with information about the incident, measures we have taken in response, and resources available to help you better protect your information, should you feel it is appropriate to do so.

What Happened? On March 1, 2022, EYP became aware of suspicious activity within our network. We promptly secured our systems and launched an investigation with the assistance of industry-leading outside cybersecurity specialists to investigate the nature and scope of this activity, confirm its impact on our systems, and restore full functionality to our environment as quickly as possible. Our investigation determined that certain information stored on EYP systems may have been viewed without authorization between February 26, 2022, and March 1, 2022. Although the investigation found no indication that sensitive employee information was compromised, we recognize it is possible that employees may have stored information on their individual workstations. Therefore, we are providing you this notice out of an abundance of caution.

What Information Was Involved? We recognize it is possible that employees may have stored information on their individual workstations. Although EYP is not aware of the exact types of personal information any employee may have stored on their individual workstations, examples potentially include, but are not limited to, name, Social Security number, financial account information and date of birth.

What We Are Doing. We take the security of information entrusted to us very seriously and sincerely regret any concern or inconvenience this incident may cause you. As part of our ongoing commitment to the security of information within our care, EYP is reviewing our existing policies and procedures regarding cybersecurity and evaluating additional measures and safeguards to protect against this type of incident in the future.

What You Can Do. We encourage you to review the information contained in the enclosed *Steps You Can Take to Protect Personal Information*. Although we are not aware of any actual misuse of your information, as an added precaution and at no cost to you, we are providing you the option to enroll in twenty-four (24) months of complimentary three-bureau credit monitoring and identity restoration services provided through Experian. Although we are making these services available to you, we are unable to enroll you directly. Enrollment instructions and additional information regarding the services are enclosed with this letter.

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, please call us at (833) 475-1814, Monday through Friday from 8am – 10pm CT and Saturday and Sunday from 10am – 7pm CT, excluding major U.S. holidays. Be prepared to provide your engagement number B029838.

Sincerely,

Kefalari L. Mason, CPA
Interim Chief Executive Officer
Senior Principal

STEPS YOU CAN TAKE TO PROTECT PERSONAL INFORMATION

Enroll in Credit Monitoring

To help protect your identity, we are offering complimentary access to Experian IdentityWorksSM for twenty-four (24) months.

While identity restoration assistance is immediately available to you, we also encourage you to activate the fraud detection tools available through Experian IdentityWorks as a complimentary twenty-four (24) month membership. This product provides you with superior identity detection and resolution of identity theft. To start monitoring your personal information, please follow the steps below:

- Ensure that you **enroll by June 30, 2022** (Your code will not work after this date.)
- **Visit** the Experian IdentityWorks website to enroll: <https://www.experianidworks.com/3bcredit>
- Provide your **activation code: ABCDEFGHI**

If you have questions about the product, need assistance with Identity Restoration that arose as a result of this incident or would like an alternative to enrolling in Experian IdentityWorks online, please contact Experian's customer care team at **(833) 475-1814** by **June 30, 2022**. Be prepared to provide engagement number **B029838** as proof of eligibility for the Identity Restoration services by Experian.

If you believe there was fraudulent use of your information as a result of this incident and would like to discuss how you may be able to resolve those issues, please reach out to an Experian agent. If, after discussing your situation with an agent, it is determined that identity restoration support is needed then an Experian Identity Restoration agent is available to work with you to investigate and resolve each incident of fraud that occurred from the date of the incident (including, as appropriate, helping you with contacting credit grantors to dispute charges and close accounts; assisting you in placing a freeze on your credit file with the three major credit bureaus; and assisting you with contacting government agencies to help restore your identity to its proper condition).

Please note that Identity Restoration is available to you for twenty-four (24) months from the date of this letter and does not require any action on your part at this time. The Terms and Conditions for this offer are located at www.ExperianIDWorks.com/restoration.

ADDITIONAL DETAILS REGARDING YOUR TWENTY-FOUR (24) MONTH 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 ExtendCARETM:** You receive the same high-level of Identity Restoration support even after your Experian IdentityWorks membership has expired.
- **\$1 Million Identity Theft Insurance^{**}:** Provides coverage for certain costs and unauthorized electronic fund transfers.

* 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.

Monitor Your Accounts

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. 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 one-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
1-888-298-0045	1-888-397-3742	1-833-395-6938
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 District of Columbia residents, the District of Columbia Attorney General may be contacted at: 400 6th Street, NW, Washington, DC 20001; 202-727-3400; and oag@dc.gov.

For Maryland residents, the Maryland Attorney General may be contacted at: 200 St. Paul Place, 16th Floor, Baltimore, MD 21202; 1-410-528-8662 or 1-888-743-0023; and www.oag.state.md.us. EYP is principally headquartered at 201 Fuller Road, 5th Floor, Albany, NY 12203.

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 is 1 Rhode Island resident impacted by this incident.