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May 4, 2022

**VIA EMAIL**

Attorney General Brian E. Frosh  
Office of the Attorney General  
Attn: Security Breach Notification  
200 St. Paul Place  
Baltimore, MD 21202  
[ldtheft@oag.state.md.us](mailto:ldtheft@oag.state.md.us)

Re: Notification of Data Security Incident

Dear Attorney General Frosh:

We are assisting Great Plains Beef Company ("GPB"), which is headquartered in Lincoln, Nebraska, in connection with a data security incident described in greater detail below. GPB takes the protection of all sensitive information within its possession very seriously and is taking steps to prevent similar incidents from occurring in the future.

**1. Nature of the security incident.**

On October 1, 2021, it was discovered that certain computer systems utilized by GPB were encrypted. An investigation was immediately launched and computer forensic experts were engaged to assist in determining what happened and to confirm whether any sensitive or personal information may have been accessed by an unauthorized person during the incident. The investigation revealed that an unauthorized individual accessed files in the computer system that contained personal information. An extensive review of the potentially impacted files was then conducted and determined the individuals whose personal information may have been impacted. Following that extensive review, steps were taken to provide notification to those individuals. The data elements potentially impacted by this incident include individuals' names, addresses, Social Security numbers, and financial account information.

**2. Number of Maryland residents affected.**

A notification letter was sent to one (1) resident of Maryland via first-class U.S. mail on May 4, 2022. A sample copy of the notification letter is attached hereto.

**3. Steps taken relating to the incident.**

Steps have also been taken to prevent similar incidents from occurring in the future. Those steps have included working with leading cybersecurity experts to enhance the security of its network and increasing its password complexity requirements. Potentially affected individuals are also being offered credit and identity monitoring at no cost to them through Experian, to ensure their information is protected.

**4. Contact information.**

GPB remains dedicated to protecting the personal information in its possession. If you have any questions or need additional information, please do not hesitate to contact me at (214) 722-7141 or via email at [Lindsay.Nickle@lewisbrisbois.com](mailto:Lindsay.Nickle@lewisbrisbois.com).

Regards,



Lindsay B. Nickle of  
LEWIS BRISBOIS BISGAARD & SMITH LLP

Enclosure(s): Sample Consumer Notification

# Great Plains Beef, LLC

<<Date>> (Format: Month Day, Year)

<<first\_name>> <<middle\_name>> <<last\_name>> <<suffix>>  
<<address\_1>>  
<<address\_2>>  
<<city>>, <<state\_province>> <<postal\_code>>  
<<country>>

## Re: Notice of Data Security Incident

Dear <<first\_name>> <<middle\_name>> <<last\_name>> <<suffix>>,

Great Plains Beef, LLC ("GPB") is writing to inform you about an incident that may have involved your personal information. We take the privacy and security of personal information very seriously. Therefore, we are writing to inform you about the incident and advise you of certain steps you can take to help protect your information, including activating the free credit and identity monitoring services being offered to you.

**What Happened?** On October 1, 2021, it was discovered that certain computer systems utilized by GPB were encrypted. An investigation was immediately launched and computer forensic experts were engaged to assist in determining what happened and to confirm whether any sensitive or personal information may have been accessed by an unauthorized person during the incident. The investigation revealed that an unauthorized individual accessed files in the computer system that contained personal information. An extensive review of the potentially impacted files was then conducted and determined that your personal information may have been impacted. At this time, we have no evidence that any information has been misused; however, out of an abundance of caution we are providing you with this notification.

**What Information Was Involved?** The information that may have been impacted by this incident includes <<b2b\_text\_1(name, data elements)>>.

**What Are We Doing?** The steps described above were taken as soon as the incident was discovered. Additional safeguards have also been implemented to minimize the chance that an incident like this could occur in the future. In addition, you are being offered a complimentary 12 month membership to Experian's® IdentityWorks<sup>SM</sup>. This product provides superior identity detection and resolution of identity theft. To activate your membership and start monitoring your personal information please follow the steps below:

- Ensure that you **enroll by:** <<b2b\_text\_6(Enrollment Deadline)>> (Your code will not work after this date.)
- **Visit** the Experian IdentityWorks website to enroll: <https://www.experianidworks.com/3bcredit>
- Provide your **activation code:** <<activation\_code\_s\_n>>

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 1-877-890-9332. Be prepared to provide <<b2b\_text\_2(engagement number)>> as proof of eligibility for the identity restoration services by Experian.

To receive credit services, you must be over the age of 18, have established credit in the U.S., have a Social Security number in your name, and have a U.S. residential address associated with your credit file. Please note you must enroll by <<b2b\_text\_6(Enrollment Deadline)>>.

Great Plains Beef, LLC  
4841 N. 84<sup>th</sup> Street  
Lincoln, NE 68507

**What You Can Do:** Please review the enclosed information describing additional steps you can take to help safeguard your information, including recommendations by the Federal Trade Commission regarding identity theft protection and details on how to place a fraud alert or a security freeze on your credit file. We also encourage you to activate the complimentary credit monitoring and identity restoration services we are making available through Experian.

**For More Information:** If you have questions or need assistance, please call 1-888-888-8888, Monday through Friday from 8:00 a.m. to 5:30 p.m. Central Time, excluding some major U.S. holidays. Please have your enrollment code ready.

Protecting your information is important to us. Please know that we take this incident very seriously, and we regret any worry or inconvenience that this may cause you.

Sincerely,

Great Plains Beef

# Great Plains Beef, LLC

## Steps You Can Take to Protect Your Personal Information

**Review Your Account Statements and Notify Law Enforcement of Suspicious Activity:** As a precautionary measure, we recommend that you remain vigilant by reviewing your account statements and credit reports closely. If you detect any suspicious activity on an account, you should promptly notify the financial institution or company with which the account is maintained. You also should promptly report any fraudulent activity or any suspected incidence of identity theft to proper law enforcement authorities, your state attorney general, and/or the Federal Trade Commission (FTC).

**Copy of Credit Report:** You may obtain a free copy of your credit report from each of the three major credit reporting agencies once every 12 months by visiting <http://www.annualcreditreport.com/>, calling toll-free 1-877-322-8228, or by completing an Annual Credit Report Request Form and mailing it to Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348. You also can contact one of the following three national credit reporting agencies:

**Equifax**

P.O. Box 105851  
Atlanta, GA 30348  
1-800-525-6285  
[www.equifax.com](http://www.equifax.com)

**Experian**

P.O. Box 9532  
Allen, TX 75013  
1-888-397-3742  
[www.experian.com](http://www.experian.com)

**TransUnion**

P.O. Box 1000  
Chester, PA 19016  
1-800-916-8800  
[www.transunion.com](http://www.transunion.com)

**Fraud Alert:** You may want to consider placing a fraud alert on your credit report. An initial fraud alert is free and will stay on your credit file for at least one year. The alert informs creditors of possible fraudulent activity within your report and requests that the creditor contact you prior to establishing any accounts in your name. To place a fraud alert on your credit report, contact any of the three credit reporting agencies identified above. Additional information is available at <http://www.annualcreditreport.com>.

**Security Freeze:** You have the right to put a security freeze on your credit file for up to one year at no cost. This will prevent new credit from being opened in your name without the use of a PIN number that is issued to you when you initiate the freeze. A security freeze is designed to prevent potential creditors from accessing your credit report without your consent. As a result, using a security freeze may interfere with or delay your ability to obtain credit. You must separately place a security freeze on your credit file with each credit reporting agency. In order to place a security freeze, you may be required to provide the consumer reporting agency with information that identifies you including your full name, Social Security number, date of birth, current and previous addresses, a copy of your state-issued identification card, and a recent utility bill, bank statement or insurance statement.

**Additional Free Resources:** You can obtain information from the consumer reporting agencies, the FTC, or from your respective state Attorney General about fraud alerts, security freezes, and steps you can take toward preventing identity theft. You may report suspected identity theft to local law enforcement, including to the FTC or to the Attorney General in your state.

**Federal Trade Commission**

600 Pennsylvania Ave, NW  
Washington, DC 20580  
[consumer.ftc.gov](http://consumer.ftc.gov), and  
[www.ftc.gov/idtheft](http://www.ftc.gov/idtheft)  
1-877-438-4338

**Maryland Attorney General**

200 St. Paul Place  
Baltimore, MD 21202  
[oag.state.md.us](http://oag.state.md.us)  
1-888-743-0023

**New York Attorney General**

Bureau of Internet and Technology  
Resources  
28 Liberty Street  
New York, NY 10005  
1-212-416-8433

**North Carolina Attorney  
General**

9001 Mail Service Center  
Raleigh, NC 27699  
[ncdoj.gov](http://ncdoj.gov)  
1-877-566-7226

**Rhode Island Attorney General**

150 South Main Street  
Providence, RI 02903  
<http://www.riag.ri.gov>  
1-401-274-4400

**Washington D.C. Attorney General**

441 4th Street, NW  
Washington, DC 20001  
[oag.dc.gov](http://oag.dc.gov)  
1-202-727-3400

**You also have certain rights under the Fair Credit Reporting Act (FCRA):** These rights include to know what is in your file; to dispute incomplete or inaccurate information; to have consumer reporting agencies correct or delete inaccurate, incomplete, or unverifiable information; as well as other rights. For more information about the FCRA, and your rights pursuant to the FCRA, please visit <https://www.consumer.ftc.gov/articles/pdf-0096-fair-credit-reporting-act.pdf>.