



MULLEN
COUGHLIN^{LLC}
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May 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 El Monte RV Rental and Sales (“El Monte RV”) located at 12818 Firestone Blvd, Santa Fe Springs, CA 90670, and are writing to notify your office of an incident that may affect the security of certain personal information relating to three hundred fifty-four (354) Maryland residents. This notice may be supplemented with any new significant facts learned subsequent to its submission. By providing this notice, El Monte RV 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 around January 24, 2022, El Monte RV discovered suspicious activity associated with certain portions of its network. El Monte quickly responded to this activity, taking steps to secure its network, and, with the assistance of third-party forensic specialists, conducted an investigation to determine the nature and scope of the activity. The investigation confirmed that an unauthorized actor downloaded certain files from EL Monte’s environment between January 22 and January 24, 2022. Given that these certain files were taken without authorization, El Monte then undertook a comprehensive review of the potentially impacted information, again aided by specialists, in order to identify the information that was potentially impacted by this event and to whom it related for purposes of notification.

El Monte completed the review on or around April 5, 2022, and thereafter worked diligently to reconcile the information with its internal records to identify the appropriate contact information for potentially impacted individuals. Following completion of these efforts, El Monte worked to provide notification to potentially impacted individuals as quickly as possible. The information that could have been subject to unauthorized access varies by individual but includes name, Social Security number, and/or driver’s license or state equivalent identification number.

Notice to Maryland Residents

On or about May 5, 2022, El Monte RV began providing written notice of this incident to affected individuals, which includes three hundred fifty-four (354) Maryland residents. Written notice is being provided in substantially the same form as the letter attached hereto as ***Exhibit A***.

Other Steps Taken and To Be Taken

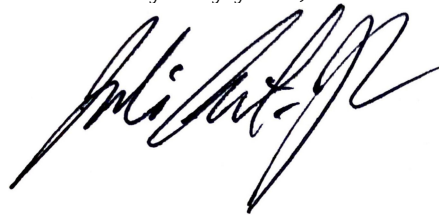
Upon discovering the event, El Monte RV moved quickly to investigate and respond to the incident and to assess the security of El Monte RV's systems. EL Monte RV also conducted a comprehensive investigation to confirm its nature and scope so it could notify potentially impacted individuals. Further, El Monte promptly notified federal law enforcement regarding the event. El Monte RV is also reviewing and enhancing its existing policies and procedures related to data protection and security, implementing additional security measures and safeguards to protect against this type of event in the future, and also providing additional training to its employees. Moreover, as an added measure, El Monte RV is providing potentially impacted individuals access to credit monitoring services for twelve (12) months, through Equifax, at no cost to these individuals. Further, El Monte RV is providing written notice of this incident to relevant regulatory authorities, as required.

Additionally, El Monte RV is providing 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.

Contact Information

Should you have any questions regarding this notification or other aspects of the data security event, please contact us at (267) 930-4005.

Very truly yours,

A handwritten signature in black ink, appearing to read 'Julie Siebert-Johnson', with a stylized flourish at the end.

Julie Siebert-Johnson of
MULLEN COUGHLIN LLC

JSJ/rhb

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 <<Variable Header>>

Dear <<Name 1>>:

El Monte RV is writing to notify you of a recent incident that may affect the privacy of some of your personal information. We write to provide you with information about the event, our response, and steps you can take to protect against the possibility of identity theft and fraud, should you feel it is appropriate to do so.

What Happened? In late January 2022, El Monte RV discovered suspicious activity associated with certain portions of its network. In response, we quickly took steps to secure our network and began an investigation to determine the nature and scope of the activity. Our investigation confirmed an unauthorized actor acquired certain files from our environment between January 22 and January 24, 2022. Given that these certain files were taken without authorization, we then undertook a comprehensive review of the potentially impacted information in order to identify the information that was potentially impacted by this event and to whom it related for purposes of notification. We completed those efforts on or around April 5, 2022, for a portion of the population, and thereafter worked diligently to reconcile the information with our internal records to identify the appropriate contact information for potentially impacted individuals. We thereafter worked to provide notification to potentially impacted individuals as quickly as possible. We are notifying you because your information was determined to be present in one of the specific files involved, and therefore may have been accessed during this event.

What Information Was Involved? Our investigation determined that the information related to you that may have been affected include your name and <<data elements>>. While we have no evidence of any of your information was used for identity theft or fraud, we are notifying you out of an abundance of caution and providing information and resources to assist you in helping protect your personal information, should you feel it appropriate to do so.

What We Are Doing. We take this incident and the obligation to safeguard the information in our care very seriously. After discovering suspicious activity, we promptly responded, taking steps to confirm our network security, and conducting a comprehensive investigation of the event to confirm its nature, scope, and impact. We also reported this event to federal law enforcement. Further, as part of our ongoing commitment to the privacy and security of personal information in our care, we are reviewing and enhancing our existing policies and procedures relating to data protection and security. We have also instituted additional security measures, as well as provided additional training to employees, to better protect against future incidents. We are also notifying relevant regulatory authorities, as required.

As an added precaution we are offering you access to credit monitoring and identity theft protection services for <<12/24 months>> through Equifax at no cost to you. If you wish to activate these services, you may follow the instructions included in the attached *Steps You Can Take to Help Protect Personal Information*. We encourage you to enroll in these services as we are unable to act on your behalf to do so.

What You Can Do. We encourage you to remain vigilant against incidents of identity theft and fraud by reviewing account statements and monitoring your free credit reports for suspicious activity and to detect errors. You should report any such activity to law enforcement. You can also enroll to receive the complimentary credit monitoring services that we are offering to you. Please also review the information contained in the enclosed *Steps You Can Take to Help Protect Personal Information*.

For More Information. We understand that you may have questions that are not addressed in this notice. If you have additional questions or concerns, you may call our dedicated United States call center at 833-630-0922, which is available from 6:00 AM to 6:00 PM Pacific Time Monday through Friday (excluding major U.S. holidays). You may also write to El Monte at dataevent@DataeventElMonteRV.com.

We sincerely regret any inconvenience or concern this incident may cause.

Sincerely,

El Monte RV

STEPS YOU CAN TAKE TO HELP PROTECT PERSONAL INFORMATION

Enroll in Credit Monitoring

As a safeguard, we have arranged for you to enroll, at no cost to you, in an online credit monitoring service (**Equifax Credit Watch™ Gold**) for <<12/24 months>> through Equifax, one of the three nationwide credit reporting companies.

Enrollment Instructions

Go to www.equifax.com/activate before the expiration date: <<**Enrollment Deadline**>>

Enter your unique Activation Code of <<**ACTIVATION CODE**>> then click “Submit” and follow these 4 steps:

- 1. Register:**
Complete the form with your contact information and click “Continue”.
If you already have a myEquifax account, click the ‘Sign in here’ link under the “Let’s get started” header.
Once you have successfully signed in, you will skip to the Checkout Page in Step 4.
- 2. Create Account:**
Enter your email address, create a password, and accept the terms of use.
- 3. Verify Identity:**
To enroll in your product, we will ask you to complete our identity verification process.
- 4. Checkout:**
Upon successful verification of your identity, you will see the Checkout Page.
Click ‘Sign Me Up’ to finish enrolling.

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. If you are a non-US resident, you may also contact your national Data Protection Authority or law enforcement to report the incident and/or seek advice on how to mitigate any negative consequences of the incident. 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. El Monte RV is located at 12818 Firestone Blvd, Santa Fe Springs, CA 90670.

For New Mexico residents, you have rights pursuant to the Fair Credit Reporting Act, such as the right to be told if information in your credit file has been used against you, the right to know what is in your credit file, the right to ask for your credit score, and the right to dispute incomplete or inaccurate information. Further, pursuant to the Fair Credit Reporting Act, the consumer reporting bureaus 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 credit reports to be provided to employers; you may limit “prescreened” offers of credit and insurance you get based on information in your credit report; and you may seek damages from violators. You may have additional rights under the Fair Credit Reporting Act not summarized here. Identity theft victims and active duty military personnel have specific additional rights pursuant to the Fair Credit Reporting Act. We encourage you to review your rights pursuant to the Fair Credit Reporting Act by visiting www.consumerfinance.gov/f/201504_cfpb_summary_your-rights-under-fcra.pdf, or by writing Consumer Response Center, Room 130-A, Federal Trade Commission, 600 Pennsylvania Ave. N.W., Washington, D.C. 20580.

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/are <<#>> Rhode Island resident(s) impacted by this incident.