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May 12, 2022

VIA ELECTRONIC DELIVERY

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

Re: Notice of Data Security Incident

Dear Attorney General Frosh,

I write on behalf of my client, Profitero LLC, located at 33 Arch Street, Boston, MA 02110 (“Profitero”), to inform you of a recent event that may affect the security of personal information of one Maryland resident.

On May 2, 2022, Profitero became aware of unauthorized activity involving Profitero’s systems. Profitero swiftly contained the incident and launched an investigation to determine the nature and scope of the incident. This investigation identified that an employee had clicked on a phishing email on April 22, 2022, which infected the employee’s laptop and resulted in unauthorized access from approximately April 22, 2022 until May 2, 2022. Following further investigation, on May 5, 2022, Profitero determined that information of a Maryland resident may have been downloaded from the single employee’s laptop by an unauthorized third party. Based on the investigation to date, it appears that only documents that were stored locally on the laptop were affected and the unauthorized actor did not have access to any of Profitero’s cloud services.

On or about May 12, 2022, pursuant to Md. Code. Com. Law §§14–3505, Profitero will mail a notification letter, in the same or substantially similar form as enclosed herein, to the Maryland resident, which will include an offer of complimentary credit monitoring and fraud protection services for a period of twenty-four months.

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

Sincerely,

WILSON SONSINI GOODRICH & ROSATI
Professional Corporation

Megan Kayo

Enclosure



Profitero Inc
33 Arch Street
Boston MA, 02110

[DATE]

<<FirstName>> <<LastName>>
<<Address1>>
<<Address2>>
<<City>>, <<State>> <<Zip>>
<<EmailAddress>>

NOTICE OF DATA BREACH

Dear <<FirstName>> <<LastName>>:

Profitero LLC ("Profitero") writes to inform you of an incident that may involve some of your information.

What Happened? On May 2, 2022, Profitero became aware of unauthorized activity involving our systems. We swiftly contained the incident and launched an investigation to determine the nature and scope of the incident. This investigation identified unauthorized access to our systems from approximately April 22, 2022 until May 2, 2022. Following further investigation, on May 5, 2022, we determined that an unauthorized third party may have downloaded information, which may include your personal information. While we have no indication of fraud or misuse of your personal information as a result of this incident, we are providing you with this notice in an abundance of caution.

What Information Was Involved? The incident may have affected certain information about you, including first and last name, employment agreement, address, email address, phone number, employment identification number or social security number, driver's license number, passport information, date of birth, direct deposit information, bank account number, medical insurance enrollment form, and salary information.

What We Are Doing. Profitero takes the confidentiality, privacy, and security of information in our possession very seriously. Upon becoming aware of the unauthorized activity, we took steps to contain and remediate the incident and launched an investigation. As part of our ongoing commitment to the privacy and security of personal information in our care, we are further reviewing our existing security measures and procedures relating to data protection and security for any enhancements to help prevent incidents of a similar nature from occurring in the future. Additionally, all employees have been prompted to change their passwords.

To help protect your identity, we are offering access to Experian IdentityWorks for 24 months at no charge.

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 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.

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 24-month membership. This product provides you with identity detection and resolution of identity theft. To start monitoring your personal information, please follow the steps below:

- Ensure that you enroll by 08/31/2022 (Your code will not work after this date.)
- Visit the Experian IdentityWorks website to enroll:
<https://www.experianidworks.com/3bcredit>
- Provide your activation code: <<CODE>>

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 1-877-890-9332 by 08/31/2022. Be prepared to provide engagement number [NUMBER] as proof of eligibility for the Identity Restoration services by Experian.

ADDITIONAL DETAILS REGARDING YOUR 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 ExtendCARE™:** 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.

What You Can Do. We encourage you to remain vigilant against incidents of identity theft and fraud by reviewing your account statements, monitoring your free credit reports for suspicious activity, and to detect errors. Additionally, we are offering you access to complimentary credit monitoring services for 24 months through Experian. You can find out more about how to safeguard your information in the enclosed *Steps You Can Take to Help Protect Your Information*.

For More Information. If you have questions about this incident that are not addressed in this letter, please contact us at profiterohr@profitero.com or 781-296-9095 from 9 AM to 5 PM ET, Monday

through Friday.

We apologize for any concern or inconvenience this incident may cause you.

Sincerely,

Matt Tuel
Chief Financial Officer

* 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.

STEPS YOU CAN TAKE TO HELP PROTECT YOUR INFORMATION

Enroll in Credit Monitoring Service

To help protect your identity, we are offering a complimentary 24-month membership of Experian's® IdentityWorksSM. This product provides you with 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:** 08/31/2022 (Your code will not work after this date.)
- **Visit** the Experian IdentityWorks website to enroll: <https://www.experianidworks.com/3bcredit>
- Provide your **activation code:** <<CODE>>

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 by 08/31/2022. Be prepared to provide engagement number [NUMBER] as proof of eligibility for the identity restoration services by Experian.

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, 1-877-890-9332. 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 "security 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 security 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 security 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 security 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 security freeze, please contact the three major credit reporting bureaus listed below:

Equifax	Experian	TransUnion
https://www.equifax.com/personal/creditreport-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, security 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 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.

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.