

WILLIAMS MULLEN

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May 13, 2022

VIA ELECTRONIC MAIL

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

Dear Attorney General Frosh:

We represent Starr Hill Brewery, LLC, a Virginia limited liability company with a principal office address of 5391 Three Notched Road, Crozet, VA 22932-3104. Pursuant to Personal Information Protection Act (PIPA), Md. Code Ann. Comm. Law 14-3504, we are writing to notify you of a data security incident.

DESCRIPTION OF THE NATURE OF THE DATA SECURITY INCIDENT AND INFORMATION COMPROMISED

On or around January 19, 2022, it was determined that an unauthorized actor gained access to Starr Hill's internal help desk account that also allowed access to certain electronic Starr Hill records and files ("Security Incident"). The categories of personal information involved in the Security Incident include Name, Address, Email Address, Phone Number, and Social Security Number.

Based on Starr Hill's records, we believe twenty-eight (28) Maryland residents' personal information were subjects of the Security Incident. These residents will shortly receive notice via USPS mail and via electronic mail. A copy of the notice to the affected Maryland residents is enclosed. We are not aware of any resulting identity theft, fraud, or financial loss to consumers.

STEPS TAKEN/TO BE TAKEN TO RESTORE THE INTEGRITY OF THE SYSTEM

Starr Hill takes the security of its data seriously and has employed technical and operational safeguards to protect such data, [REDACTED]

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

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Starr Hill's investigation has determined that the Security Incident was not the result of a technical vulnerability in Starr Hill's platform. Starr Hill will continue and enhance its security to prevent any further unauthorized access to personal information.

If you need additional information, please contact me at 919.981.4055 or via email at rvanarnam@williamsmullen.com.

Sincerely,

/s/ Robert C. Van Arnam

Robert C. Van Arnam

Encl.



May 13, 2022

VIA USPS AND ELECTRONIC MAIL

STARR HILL
BREWERY

«First_Name» «Last_Name»
«Address_1»
«Address_2»
«City_», «State_» «Zip»

Re: Notice of Security Incident - For Additional Information Please Contact Josh Cromwell at 434-823-5671 x105 or josh@starrhill.com.

Dear «First_Name» «Last_Name»:

As an employee or former employee of Starr Hill Brewery, LLC (“Starr Hill”), we are writing to advise you of a security incident that may affect the security of your personal information. Starr Hill takes the protection and proper use of your information very seriously. Although we are not aware of any misuse of your information, we are providing this notice to explain the incident and provide you with precautionary steps you can take to protect yourself and your information.

What Happened

Recently it was determined that an unauthorized actor gained access to Starr Hill’s internal help desk account that also allowed access to certain Starr Hill records and files (“Security Incident”). Following Starr Hill’s discovery of the incident on or around January 19, 2022, Starr Hill retained an external IT consulting company, immediately suspended the account’s network access and performed a digital forensic investigation.

What Information Was Involved

Because of the nature of the Security Incident, Starr Hill has determined that the accessible data included certain personnel files that may have contained the following types of personal information: Name, Address, Email Address, Phone Number, and Social Security Number.

What Starr Hill Has Done/Is Doing

Starr Hill takes the security of its data seriously and has employed technical and operational safeguards to protect such data, including the use of robust passwords, two-factor authentication, malware and ransomware protections, malicious attachment protections, and data encryption. Upon learning of the Security Incident, Starr Hill immediately suspended the account and unauthorized access and took steps to mitigate any harm. Starr Hill’s investigation has determined that the Security Incident was not the result of a technical vulnerability in Starr Hill’s platform. To further protect your information, Starr Hill will continue and enhance its security to prevent any further unauthorized access to personal information.

Starr Hill Brewery, LLC
5391 Three Notched Road | PO Box 283 | Crozet, VA 22932
434-823-5671 | www.starrhill.com

What You Can Do

We are notifying you so that you can take immediate action to protect yourself. As a best practice, we recommend that you remain vigilant, review your accounts and promptly report any suspicious activity or suspected identity theft to the proper credit reporting agencies and or law enforcement authorities. You may also obtain additional information from these sources about preventing identity theft.

Please monitor your account(s) closely. As always, check your accounts frequently for any unauthorized transactions. Most banks offer the capability to set up transaction alerts in online banking that will initiate an email based on specific criteria – balances, checks cleared, etc.

Never provide any information to an unsolicited phone call, email or website. Your bank will never contact you for any reason and ask for your username, password or token serial number. If someone contacts you looking for this information, do not provide it.

Order your free credit report. You may obtain a copy of your credit report, free of charge, once every twelve (12) months from each of the three U.S. credit reporting companies. To order your annual free credit report, please visit www.annualcreditreport.com or call toll free at 1-877-322-8228.

Place a security freeze on your credit report. You may also place a security freeze on your credit reports, free of charge. A security freeze prohibits a credit reporting agency from releasing any information from a consumer's credit report without written authorization. However, please be aware that placing a security freeze on your credit report may delay, interfere with, or prevent the timely approval of any requests you make for new loans, credit mortgages, employment, housing or other services. Under federal law, you cannot be charged to place, lift, or remove a security freeze.

To place a security freeze on your credit report, contact each of the nationwide credit bureaus by phone, online, or by mail. Contact information for each bureau is below.

- Equifax Security Freeze
P.O. Box 105788 Atlanta, GA 30348
www.equifax.com
1-800-685-1111
- Experian Security Freeze
P.O. Box 9554 Allen, TX 75013
www.experian.com
1-888-397-3742
- TransUnion Security Freeze Fraud Victim Assistance Department
P.O. Box 2000 Chester, PA 19022
www.transunion.com
1-888-909-8872

You will need to supply your name, address, date of birth, social security number, and other personal information. 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.

Check out other available resources. In addition, you may contact the Federal Trade Commission. You can obtain information from these sources about steps an individual can take to avoid entity theft as well as information about fraud alerts and security freezes. 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.

Maryland residents can contact the Maryland Office of the Attorney General, 200 St. Paul Place, Baltimore, MD 21202, 1-410-576-6300, <https://www.marylandattorneygeneral.gov/Pages/IdentityTheft/default.aspx> and obtain information about steps to avoid identity theft.

For More Information

Starr Hill sincerely apologizes for this incident and regrets any inconvenience it may cause you. Should you have any further questions or concerns regarding this matter and/or the protections available to you, please do not hesitate to contact Starr Hill at 434-823-5671 x105.

Sincerely,

A handwritten signature in black ink, appearing to read 'JC' followed by a stylized flourish.

Josh Cromwell, Vice President
Starr Hill Brewery, LLC