



MULLEN
COUGHLIN_{LLC}
ATTORNEYS AT LAW

Brittany R. Bickel
Office: (267) 930-1129
Fax: (267) 930-4771
Email: bbickel@mullen.law

426 W. Lancaster Avenue, Suite 200
Devon, PA 19333

July 19, 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 PPA Holdings, Inc., the parent company of Filters Now, LLC (“Filters Now”) located at 420 3rd Avenue NW, Hickory, NC, 28601, and are writing to notify your office of an event that may affect the security of certain personal information relating to one thousand one hundred sixty (1,160) Maryland residents. This notice may be supplemented with any new significant facts learned subsequent to its submission. By providing this notice, PPA Holdings, Inc. 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 about March 17, 2022, Filters Now became aware of suspicious activity within one of its databases that stores credit card information sourced from its e-commerce website, www.filters-now.com. Filters Now immediately launched an investigation to determine the nature and scope of the event. The investigation determined that an unknown individual gained unauthorized access to a database which stored certain customer information from www.filters-now.com between July 23, 2019, and March 8, 2022. The investigation was unable to determine which credit cards specifically may have been accessed by the unauthorized actor during this time. Additionally, although credit card numbers were encrypted, the investigation was unable to rule out the possibility that credit card numbers could have been accessed by the threat actor. Therefore, in an abundance of caution, Filters Now undertook a thorough review of its records to determine which customers made purchases during that time. This review was recently completed.

The information that could have been subject to unauthorized access included name and payment card information, including card number and expiration date.

Notice to Maryland Residents

On or about July 19, 2022, Filters Now began providing written notice of this event to one thousand one hundred sixty (1,160) 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 learning of this event, Filters Now moved quickly to investigate and respond to the event, promptly took steps to confirm the security of its website and database, and notify potentially impacted individuals. Filters Now further established a dedicated assistance telephone line to address any questions or concerns from notified individuals.

Additionally, Filters Now is providing notice recipients with guidance on how to better protect against identity theft and fraud, including advising individuals to report any suspected events of identity theft or fraud to their credit card company and/or bank. Filters Now is providing potentially impacted 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 events 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) 930-1129.

Very truly yours,

A handwritten signature in black ink, reading "Brittany Bickel". The signature is fluid and cursive, with the first name "Brittany" and last name "Bickel" clearly legible.

Brittany R. Bickel of
MULLEN COUGHLIN LLC

BRB/ljw
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: <<Variable Header>>

Dear <<Name 1>>:

Filters Now, LLC ("Filters Now") is writing to inform you of an event that may impact the privacy of some of your personal information. While we are unaware of any actual misuse of your information related to this event, we are providing you with information about the event, our response, and steps you may take to protect against any misuse of your information, should you feel it appropriate to do so. Please know we take this event very seriously and have been working diligently to investigate and respond.

What Happened? On or about March 17, 2022, we became aware of suspicious activity within one of our databases that stores credit card information sourced from our e-commerce website, www.filters-now.com. We immediately launched an investigation to determine the nature and scope of the event. The investigation recently determined that an unknown individual gained unauthorized access to a database which stored certain customer information from www.filters-now.com between July 23, 2019, and March 8, 2022. The investigation was unable to determine which credit cards may have been accessed by the unauthorized actor during this time. Additionally, although credit card numbers were tokenized and protected by encryption, the investigation was unable to rule out the possibility that credit card numbers could have been accessed by the threat actor. Therefore, in an abundance of caution, once the investigation was complete, we undertook a thorough review of our records to determine which customers made purchases during that time. This review was recently completed.

What Information Was Involved? Our records indicate you made a purchase on our website during the above time period. Therefore, the following information related to you may have been impacted: name and payment card information, including card number and expiration date.

What We Are Doing. We take this event and the security of personal information in our care very seriously. We have strict security measures in place to protect the data on our systems, and we continue to assess and update our security measures. Upon learning of this event, we promptly took steps to confirm the security of our systems and investigate the activity. We worked quickly to secure our website and implement additional network and endpoint monitoring to reduce the risk of recurrence. We are also notifying regulators of this event, as necessary.

What You Can Do. We encourage you to remain vigilant against incidents of identity theft and fraud, to monitor your accounts for any unusual activity and to detect errors, and to report any instances of theft or fraud to law enforcement. Please review the enclosed *Steps You Can Take to Help Protect Personal Information*, which contains information on what you can do to better safeguard your information.

For More Information. We understand that you may have questions about this event that are not addressed in this letter. If you have additional questions or concerns, please call our toll-free dedicated assistance line at 855-943-4122. This toll-free line is available Monday through Friday (excluding U.S. holidays) between 9 am and 9 pm Eastern.

Sincerely,

Filters Now, LLC

STEPS YOU CAN TAKE TO HELP PROTECT PERSONAL INFORMATION

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
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. Filters Now is located at 9800 I 65 Service Road North, Creola, Alabama 36525.

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 event. There are <<RI Count>> Rhode Island residents impacted by this event.