



2049 Century Park East, Suite 2900 Los Angeles, CA 90067 • 310.229.1335

July 20, 2022

Pasha Sternberg
310.229.1335
psternberg@polsinelli.com

VIA E-MAIL (IDTHEFT@OAG.STATE.MD.US)

Office of the Attorney General
Attn: Jeff Karberg, Administrator of the Identity Theft Program
Attn: Security Breach Notification
200 St. Paul Place
Baltimore, MD 21202

Re: Notification of a Potential Data Security Incident

Dear Mr. Karberg:

We represent Cavender Stores, Ltd. ("Cavender's"), 7820 South Broadway, Tyler, Texas, 75703, in connection with an incident that involved the personal information of Maryland residents and provide this notice on behalf of Cavender's pursuant to MD. CODE ANN., COM. LAW § 14-3504(h). This notice will be supplemented, if necessary, with any new significant facts discovered subsequent to its submission. While Cavender's is notifying you of this incident, Cavender's does not waive any rights or defenses relating to the incident or this notice.

NATURE OF THE INCIDENT

On April 28, 2022, Cavender's became aware that an unauthorized third party gained access to its network. Upon learning of the incident, Cavender's immediately took action to secure the network and contain the incident. Cavender's also launched an investigation and engaged a leading forensic security firm to assist in the investigation.

During its investigation, Cavender's learned that the unauthorized third party's access into its systems occurred from April 27, 2022 to April 29, 2022 and that during that time, the third party copied certain files on Cavender's network. On May 15, 2022, Cavender's determined that the files believed to have been obtained by the unauthorized third party contained personal information. The information involved varied by individual, but may have included names, addresses, dates of birth, Social Security numbers, bank account numbers, treatment information and/or health insurance information.

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July 20, 2022

Page 2

NOTICE TO THE MARYLAND RESIDENTS

Cavender's determined that the accounts contained the personal information of two (2) Maryland residents. Cavender's is notifying those individuals of the incident by letter today, July 20, 2022. Enclosed is a sample of the notice being sent to the Maryland residents via first-class United States mail.

STEPS TAKEN RELATING TO THE INCIDENT

Upon learning of the incident, Cavender's engaged a leading forensic security firm to assist in its investigation and to confirm the security of its computer systems. Cavender's is notifying the potentially impacted individuals and providing them with complimentary identity protection and credit monitoring services. In the notification letters, Cavender's also provided additional steps individuals can take to protect themselves against fraudulent activity and identity theft. Finally, Cavender's continues to implement appropriate safeguards to protect personal information.

CONTACT INFORMATION

Please do not hesitate to contact me if you have any questions or if I can provide you with any further information concerning this matter.

Very truly yours,

Pasha Sternberg

Enclosure



Return Center
P.O. Box 989728
West Sacramento, CA 95798-9728

To Enroll, Please Call:

1-833-940-2453

Or Visit:

<https://app.idx.us/account-creation/protect>
Enrollment Code: <<ENROLLMENT>>

<<FIRST NAME>> <<LAST NAME>>

<<ADDRESS1>>

<<ADDRESS2>>

<<CITY>>, <<STATE>> <<ZIP>>

<<Country>>

July 20, 2022

Dear <<FIRST NAME>> <<LAST NAME>>,

RE: NOTICE OF DATA BREACH

Cavender Stores, Ltd. ("Cavender's") values and respects the privacy of your information. We must inform you of a recent incident that may have involved some of your personal information. This letter provides additional information about the incident steps that we have taken and those steps you can take to protect yourself from the misuse of your information.

What Happened? On April 28, 2022, we discovered unauthorized connections to certain Cavender's systems. Upon discovering these connections, we terminated the unauthorized connections, we investigated the incident with the help of several leading incident response firms, we implemented remediation activities, and we have taken steps to help prevent a similar incident from happening in the future. As part of our investigation, on May 15, 2022, we learned that Cavender's employee benefits and payroll files were copied from our system in connection with the incident.

What Information Was Involved? Since then, we have been thoroughly reviewing the copied files, and we determined that the information varied by individual, but could include your name, <<Variable Text 1>>.

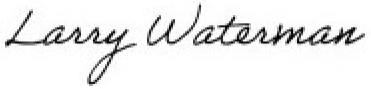
What We Are Doing. In addition to investigating the incident, working with law enforcement, and taking steps to help prevent a similar incident from occurring in the future, we are offering identity theft protection services through IDX, the data breach and recovery services expert. IDX identity protection services include: <<12/24>> months of credit and CyberScan monitoring, a \$1,000,000 insurance reimbursement policy, and fully managed id theft recovery services.

What You Can Do. You can find more information on steps to protect yourself against identity theft or fraud in the enclosed *Additional Important Information* sheet. While we are not aware of any fraud or misuse of your information, we encourage you to contact IDX with any questions and to enroll in the free identity protection services by calling 1-833-940-2453 or going to <https://app.idx.us/account-creation/protect> and using the Enrollment Code provided above. IDX representatives are available Monday through Friday from 8 A.M. – 8 P.M. CT. Please note the deadline to enroll is October 20, 2022.

For More Information. For further information and assistance, please call 1-833-940-2453 from 8 A.M. – 8 P.M. CT, Monday through Friday.

We sincerely apologize for any inconvenience or concern this incident might cause. We value the trust you place in us to protect your privacy and take our responsibility to safeguard your personal information seriously.

Sincerely,

A handwritten signature in cursive script that reads "Larry Waterman". The ink is dark and the signature is fluid, with a long, sweeping tail on the "n".

Larry Waterman
Executive Vice President & Chief Operating Officer
Cavender's

Additional Important Information

1. IDX Identity Protection Enrollment. Go to <https://app.idx.us/account-creation/protect> and follow the instructions for enrollment using your Enrollment Code provided at the top of the letter.

2. Activate the credit monitoring provided as part of your IDX identity protection membership. The monitoring included in the membership must be activated to be effective. Note: You must have established credit and access to a computer and the internet to use this service. If you need assistance, IDX will be able to assist you.

3. Telephone. Contact IDX at 1-833-940-2453 to gain additional information about this event and speak with knowledgeable representatives about the appropriate steps to take to protect your credit identity.

As a precautionary measure, we recommend that you remain vigilant to protect against potential fraud and/or identity theft by, among other things, reviewing your account statements and monitoring 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 should also promptly report any fraudulent activity or any suspected incidents of identity theft to proper law enforcement authorities, including the police and your state's attorney general, as well as the Federal Trade Commission ("FTC").

You may wish to review the tips provided by the FTC on fraud alerts, security/credit freezes and steps you can take to avoid identity theft. For more information and to contact the FTC, please visit www.ftc.gov/idtheft or call 1-877-ID-THEFT (1-877-438-4338). You may also contact the FTC at Federal Trade Commission, 600 Pennsylvania Avenue, NW, Washington, DC 20580.

Under Massachusetts law, you have the right to obtain any police report filed in regard to this incident. If you are the victim of identity theft, you also have the right to file a police report and obtain a copy of it.

The Massachusetts law also allows consumers to place a security freeze on their credit reports. A security freeze can be placed without any 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.

To place a security freeze on your credit report, you must send a written request to each of the three major consumer reporting agencies by regular, certified or overnight mail at the addresses below or, if available, comply with the consumer reporting agencies' online security freeze request procedures:

Equifax Security Freeze
1-888-298-0045
www.equifax.com
P.O. Box 105788
Atlanta, GA 30348

Experian Security Freeze
1-888-397-3742
www.experian.com
P.O. Box 9554
Allen, TX 75013

Trans Union Security Freeze
1-888-909-8872
www.transunion.com
P.O. Box 160
Woodlyn, PA 19094

In order to request a security freeze, you may need to provide the following information:

1. Your full name (including middle initial as well as Jr., Sr., II, III, etc.);
2. Social Security Number;
3. Date of birth;
4. If you have moved in the past five (5) years, provide the addresses where you have lived over the prior 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, military identification, etc.); and
7. If you are a victim of identity theft, include a copy of either the police report, investigative report, or complaint to a law enforcement agency concerning identity theft.

The credit reporting agencies have three (3) business days after receiving your request to place a security freeze on your credit report. The credit bureaus must also send written confirmation to you within five (5) business days and provide you with a unique personal identification number (PIN) or password, or both that can be used by you to authorize the removal or lifting of the security freeze.

To lift the security freeze in order to allow a specific entity or individual access to your credit report, you must call or send a written request to the credit reporting agencies by mail or, if available, comply with the consumer reporting agencies' online procedures for lifting a security freeze, and include proper identification (name, address, and social security number) and the PIN number or password provided to you when you placed the security freeze as well as the identities of those entities or individuals you would like to receive your credit report or the specific period of time you want the credit report available. The credit reporting agencies have three (3) business days after receiving your request to lift the security freeze for those identified entities or for the specified period of time.

To remove the security freeze, you must send a written request to each of the three credit bureaus by mail or, if available, comply with the consumer reporting agencies' online procedures for removing a security freeze, and include proper identification (name, address, and social security number) and the PIN number or password provided to you when you placed the security freeze. The credit bureaus have three (3) business days after receiving your request to remove the security freeze.

Credit Reports: You may obtain a free copy of your credit report once every 12 months from each of the three national credit reporting agencies by visiting www.annualcreditreport.com, by 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 can print a copy of the request form at <https://www.annualcreditreport.com/manualRequestForm.action>.

Alternatively, you may elect to purchase a copy of your credit report by contacting one of the three national credit reporting agencies. Contact information for the three national credit reporting agencies for the purpose of requesting a copy of your credit report or for general inquiries is as follows:

Equifax
1-866-349-5191
www.equifax.com
P.O. Box 740241
Atlanta, GA 30374

Experian
1-888-397-3742
www.experian.com
P.O. Box 2002
Allen, TX 75013

TransUnion
1-800-888-4213
www.transunion.com
P.O. Box 2000
Chester, PA 19016

Fraud Alerts: You may want to consider placing a fraud alert on your credit report. A fraud alert is free and will stay on your credit report for one (1) year. The alert informs creditors of possible fraudulent activity within your report and requests that the creditor contact you prior to establishing any new accounts in your name. To place a fraud alert on your credit report, contact any of the three national credit reporting agencies using the contact information listed above. Additional information is available at www.annualcreditreport.com.

Credit and Security Freezes: You may have the right to place a credit freeze, also known as a security freeze, on your credit file, so that no new credit can be opened in your name without the use of a PIN number that is issued to you when you initiate the freeze. A credit freeze can be placed without any charge and is designed to prevent potential credit grantors from accessing your credit report without your consent. If you place a credit freeze, potential creditors and other third parties will not be able to get access to your credit report unless you temporarily lift the freeze. Therefore, using a credit freeze may delay your ability to obtain credit. Unlike a fraud alert, you must separately place a credit freeze on your credit file at each credit reporting company. Since the instructions for how to establish a credit freeze differ from state to state, please contact the three major credit reporting companies as specified below to find out more information:

Equifax Security Freeze
1-888-298-0045
www.equifax.com
P.O. Box 105788
Atlanta, GA 30348

Experian Security Freeze
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www.experian.com
P.O. Box 9554
Allen, TX 75013

TransUnion Security Freeze
1-888-909-8872
www.transunion.com
P.O. Box 160
Woodlyn, PA 19094

This notification was not delayed by law enforcement.

Individuals interacting with credit reporting agencies have rights under the Fair Credit Reporting Act. We encourage you to review your rights under the Fair Credit Reporting Act by visiting https://files.consumerfinance.gov/f/documents/bcfp_consumer-rights-summary_2018-09.pdf, or by requesting information in writing from the Consumer Financial Protection Bureau, 1700 G Street N.W., Washington, DC 20552.

Iowa Residents: Iowa residents can contact the Office of the Attorney general to obtain information about steps to take to avoid identity theft from the Iowa Attorney General's office at: Office of the Attorney General of Iowa, Hoover State Office Building, 1305 E. Walnut Street, Des Moines IA 50319, 515-281-5164.

Maryland Residents: Maryland residents can contact the Office of the Attorney General to obtain information about steps you can take to avoid identity theft from the Maryland Attorney General's office at: Office of the Attorney General, 200 St. Paul Place, Baltimore, MD 21202, (888) 743-0023, <http://www.marylandattorneygeneral.gov/>.

New York State Residents: New York residents can obtain information about preventing identity theft from the New York Attorney General's Office at: Office of the Attorney General for the State of New York, Bureau of Consumer Frauds & Protection, The Capitol, Albany, New York 12224-0341; <https://ag.ny.gov/consumer-frauds/identity-theft>; (800) 771-7755.

North Carolina Residents: North Carolina residents can obtain information about preventing identity theft from the North Carolina Attorney General's Office at: North Carolina Attorney General's Office, Consumer Protection Division, 9001 Mail Service Center, Raleigh, NC 27699-9001; 877-5-NO-SCAM (Toll-free within North Carolina); 919-716-6000; www.ncdoj.gov.



Return Center
P.O. Box 989728
West Sacramento, CA 95798-9728

To Enroll, Please Call:

1-833-940-2453

Or Visit:

<https://app.idx.us/account-creation/protect>

Enrollment Code: <<ENROLLMENT>>

To The Parent or Guardian of

<<FIRST NAME>> <<LAST NAME>>

<<ADDRESS1>>

<<ADDRESS2>>

<<CITY>>, <<STATE>> <<ZIP>>

<<Country>>

July 20, 2022

Dear Parent or Guardian of <<FIRST NAME>> <<LAST NAME>>,

RE: NOTICE OF DATA BREACH

Cavender Stores, Ltd. ("Cavender's") values and respects the privacy of your child's information. We must inform you of a recent incident that may have involved some of your child's personal information. This letter provides additional information about the incident steps that we have taken and those steps you can take to protect your child from the misuse of his or her information.

What Happened? On April 28, 2022, we discovered unauthorized connections to certain Cavender's systems. Upon discovering these connections, we terminated the unauthorized connections, we investigated the incident with the help of several leading incident response firms, we implemented remediation activities, and we have taken steps to help prevent a similar incident from happening in the future. As part of our investigation, on May 15, 2022, we learned that Cavender's employee benefits and payroll files were copied from our system in connection with the incident.

What Information Was Involved? Since then, we have been thoroughly reviewing the copied files, and we determined that the information varied by individual, but could include your child's name, <<Variable Text 1>>.

What We Are Doing. In addition to investigating the incident, working with law enforcement, and taking steps to help prevent a similar incident from occurring in the future, we are offering identity theft protection services through IDX, the data breach and recovery services expert. IDX identity protection services include: <<12/24>> months of CyberScan monitoring, a \$1,000,000 insurance reimbursement policy, and fully managed identity theft recovery services.

What You Can Do. You can find more information on steps to protect your child against identity theft or fraud in the enclosed *Additional Important Information* sheet. While we are not aware of any fraud or misuse of their information, we encourage you to contact IDX with any questions and to enroll in the free identity protection services by calling 1-833-940-2453 or going to <https://app.idx.us/account-creation/protect> and using the Enrollment Code provided above. IDX representatives are available Monday through Friday from 8 A.M. – 8 P.M. CT. Please note the deadline to enroll is October 20, 2022.

For More Information. For further information and assistance, please call 1-833-940-2453 from 8 A.M. – 8 P.M. CT, Monday through Friday.

We sincerely apologize for any inconvenience or concern this incident might cause. We value the trust you place in us to protect your child's privacy and take our responsibility to safeguard personal information seriously.

Sincerely,

A handwritten signature in cursive script that reads "Larry Waterman".

Larry Waterman
Executive Vice President & Chief Operating Officer
Cavender's

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As a precautionary measure, we recommend that you remain vigilant to protect against potential fraud and/or identity theft by, among other things, reviewing your child's account statements and monitoring 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 should also promptly report any fraudulent activity or any suspected incidents of identity theft to proper law enforcement authorities, including the police and your state's attorney general, as well as the Federal Trade Commission ("FTC").

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Credit Reports: You may obtain a free copy of your child's credit report once every 12 months from each of the three national credit reporting agencies by visiting www.annualcreditreport.com, by 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 can print a copy of the request form at <https://www.annualcreditreport.com/manualRequestForm.action>.

Alternatively, you may elect to purchase a copy of your child's credit report by contacting one of the three national credit reporting agencies. Contact information for the three national credit reporting agencies for the purpose of requesting a copy of your child's credit report or for general inquiries is as follows:

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P.O. Box 2002
Allen, TX 75013

TransUnion
1-800-888-4213
www.transunion.com
P.O. Box 2000
Chester, PA 19016

Fraud Alerts: You may want to consider placing a fraud alert on your child's credit report. A fraud alert is free and will stay on your child's credit report for one (1) year. The alert informs creditors of possible fraudulent activity within your child's report and requests that the creditor contact you prior to establishing any new accounts in your child's name. To place a fraud alert on your child's credit report, contact any of the three national credit reporting agencies using the contact information listed above. Additional information is available at www.annualcreditreport.com.

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www.experian.com
P.O. Box 9554
Allen, TX 75013

TransUnion Security Freeze
1-888-909-8872
www.transunion.com
P.O. Box 160
Woodlyn, PA 19094

This notification was not delayed by law enforcement.

Individuals interacting with credit reporting agencies have rights under the Fair Credit Reporting Act. We encourage you to review your rights under the Fair Credit Reporting Act by visiting https://files.consumerfinance.gov/f/documents/bcfp_consumer-rights-summary_2018-09.pdf, or by requesting information in writing from the Consumer Financial Protection Bureau, 1700 G Street N.W., Washington, DC 20552.

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Maryland Residents: Maryland residents can contact the Office of the Attorney General to obtain information about steps you can take to avoid identity theft from the Maryland Attorney General's office at: Office of the Attorney General, 200 St. Paul Place, Baltimore, MD 21202, (888) 743-0023, <http://www.marylandattorneygeneral.gov/>.

New York State Residents: New York residents can obtain information about preventing identity theft from the New York Attorney General's Office at: Office of the Attorney General for the State of New York, Bureau of Consumer Frauds & Protection, The Capitol, Albany, New York 12224-0341; <https://ag.ny.gov/consumer-frauds/identity-theft>; (800) 771-7755.

North Carolina Residents: North Carolina residents can obtain information about preventing identity theft from the North Carolina Attorney General's Office at: North Carolina Attorney General's Office, Consumer Protection Division, 9001 Mail Service Center, Raleigh, NC 27699-9001; 877-5-NO-SCAM (Toll-free within North Carolina); 919-716-6000; www.ncdoj.gov.