



MULLEN
COUGHLIN^{LLC}
ATTORNEYS AT LAW

Edward J. Finn
Office: (267) 930-4776
Fax: (267) 930-4771
Email: efinn@mullen.law

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

August 16, 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 Service by Medallion, Inc. ("SBM") located at 455 National Avenue, Mountain View, CA 94043, and are writing to notify your office of an incident that may affect the security of certain personal information relating to one (1) Maryland resident. By providing this notice, SBM 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 January 5, 2022, SBM became aware of suspicious activity relating to an employee's email account. Upon discovery, SBM launched an investigation to determine the nature and scope of the activity. The investigation determined that an unauthorized actor gained access to certain employee email accounts between August 21, 2021, and January 16, 2022. SBM reviewed the potentially impacted data contained within that account. Through that review, which was completed on or about June 14, 2022, it was confirmed that information related to Maryland resident may have been impacted.

The information that could have been subject to unauthorized access includes name and Social Security Number.

Notice to Maryland Resident

On or about August 16, 2022, SBM provided written notice of this incident to approximately one (1) Maryland resident. 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 discovering the event, SBM moved quickly to investigate and respond to the incident, assess the security of SBM systems, and identify potentially affected individuals. SBM is also working to implement additional safeguards and training to its employees. SBM is providing access to credit monitoring services for twelve (12) months through TransUnion to individuals whose personal information was potentially affected by this incident, at no cost to these individuals.

Additionally, SBM is providing impacted individuals with guidance on how to better protect against identity theft and fraud, including advising individuals to report any suspected incidents of identity theft or fraud to their credit card company and/or bank. SBM is 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.

SBM is providing written notice of this incident to relevant state regulators, as necessary.

Contact Information

Should you have any questions regarding this notification or other aspects of the data security event, please contact us at (267) 930-4776.

Very truly yours,

Edward J. Finn of
MULLEN COUGHLIN LLC

EJF/ljw
Enclosure

EXHIBIT A

Service by Medallion, Inc.
P.O. Box 3923
Syracuse, NY 13220



August 16, 2022

NOTICE OF DATA BREACH

Service by Medallion, Inc. ("SBM") is writing to inform you of a recent data security event that may impact the privacy of some of your personal information. While we are unaware of any attempted or actual misuse of your information, 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 necessary to do so.

What Happened? On January 5, 2022, SBM became aware of suspicious activity relating to an employee's email account. SBM immediately launched an investigation to determine the nature and scope of the activity. The investigation determined that an unauthorized actor gained access to certain employee email accounts between August 21, 2021, and January 16, 2022. Although there is no indication that your information has been misused in relation to this event, in an abundance of caution, we undertook a comprehensive review of the contents of the impacted email accounts to determine what sensitive information was accessible to the unauthorized actor. We recently completed this review and determined that some of your personal information was present in potentially impacted files.

What Information Was Involved? Our investigation determined that the following types of your information were present in the email accounts: your name and social security number.

What We Are Doing. We have strict security measures in place to protect information in our care. Upon learning of this event, we quickly took steps to confirm the security of our systems and investigate the event. We worked quickly to secure our systems and implement additional security tools. We are also notifying regulators, as necessary.

Although we are unaware of any misuse of your information as a result of this event, as an additional precaution, SBM is offering you access to twelve (12) months of complimentary credit monitoring services through Cyberscout, a TransUnion company. Details of this offer and instructions on how to activate these services are enclosed with this letter.

What You Can Do. Please review the enclosed "Steps You Can Take to Help Protect Your Information," which contains information on what you can do to better safeguard against possible misuse of your information.

For More Information. If you have additional questions or concerns, please call our toll-free dedicated assistance line at 1-800-405-6108. This toll-free line is available Monday through Friday (excluding U.S. holidays) between 8:00 am and 8:00 pm Eastern time.

Sincerely,

Service by Medallion, Inc.

STEPS YOU CAN TAKE TO HELP PROTECT YOUR INFORMATION

Enroll in Complimentary Credit Monitoring

We are providing you with access to Single Bureau Credit Monitoring/Single Bureau Credit Report/Single Bureau Credit Score/Cyber Monitoring services at no charge. These services provide you with alerts for twelve months from the date of enrollment when changes occur to your credit file. This notification is sent to you the same day that the change or update takes place with the bureau. Cyber monitoring will look out for your personal data on the dark web and alert you if your personally identifiable information is found online. Finally, we are providing you with proactive fraud assistance to help with any questions that you might have or in event that you become a victim of fraud. These services will be provided by Cyberscout through Identity Force, a TransUnion company specializing in fraud assistance and remediation services.

To enroll in Credit Monitoring services at no charge, please log on to <https://secure.identityforce.com/benefit/servicebymedallion> and follow the instructions provided. When prompted please provide the following unique code to receive services: [REDACTED] In order for you to receive the monitoring services described above, you must enroll within 90 days from the date of this letter.

The enrollment requires an internet connection and e-mail account and may not be available to minors under the age of 18 years of age. Please note that when signing up for monitoring services, you may be asked to verify personal information for your own protection to confirm your identity.

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, D.C. 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.