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August 25, 2022

Pasha Sternberg
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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 Data Security Incident

Dear Mr. Karberg:

We represent Diamond Comic Distributors, Inc., (“Diamond Comic”) 10150 York Road, Suite 300, Hunt Valley, Maryland 21030, in connection with an incident that may have involved the personal information of Maryland residents. We are providing this notice pursuant to MD. CODE ANN., COM. LAW § 14-3504(h) on behalf of Diamond Comic and the following corporate entities:

- Diamond International Galleries, LLC
- Diamond Select Toys and Collectibles, LLC
- Gemstone Publishing, Inc.
- Geppi’s Entertainment Museum, LLC
- Rosebud Entertainment, LLC
- E. Gerber Products, LLC

(collectively, the “Companies”). Although notice is being submitted on behalf of the Companies in one letter here, this document represents separate notice filed on behalf of each of the companies listed above. This notice will be supplemented, if necessary, with any new significant facts discovered subsequent to its submission. While the Diamond Comic and the Companies are notifying you of this incident, Diamond Comic and the Companies do not waive any rights or defenses relating to the incident or this notice.

NATURE OF THE SECURITY INCIDENT

Diamond Comic maintains and stores information on its systems on behalf of the Companies. On November 5, 2021, Diamond Comic learned that an unknown, unauthorized third party encrypted some of its files in a ransomware attack. Upon discovering the incident, Diamond Comic promptly

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Atlanta Boston Chicago Dallas Denver Houston Kansas City Los Angeles Nashville New York Phoenix
St. Louis San Francisco Washington, D.C. Wilmington
Polsinelli PC, Polsinelli LLP in California

took steps to secure its systems and began an internal investigation. Diamond Comic also notified law enforcement and engaged a forensic security firm to investigate and confirm the security of its email and computer systems. The investigation determined that an unknown third party accessed Diamond Comic's systems from November 2, 2021 to November 5, 2021. The investigation also determined that the third party may have accessed and acquired certain information from Diamond Comic's systems as part of the incident. The type of information that could have been accessed and acquired includes names, Social Security numbers, and financial account numbers of Maryland residents. At this point, Diamond Comic is not aware of any fraud or identity theft to any individual as a result of this incident.

NUMBER OF MARYLAND RESIDENTS AFFECTED

On December 10, 2021, Diamond Comic determined that the involved data contained personal information for individuals related to Diamond Comic and the Companies. On March 25, 2022, Diamond Comic determined that for each of the companies, the incident may have involved the following number of Maryland residents:

- Diamond Comic (84)
- Diamond International Galleries, LLC (80)
- Diamond Select Toys and Collectibles, LLC (4)
- Gemstone Publishing, Inc. (20)
- Geppi's Entertainment Museum, LLC (16)
- Rosebud Entertainment, LLC (974)
- E. Gerber Products, LLC (6)

Diamond Comic, on behalf of itself and the Companies, notified the Maryland residents of the incident on August 24, 2022. The notification letter included an offer for twelve (12) months of complimentary credit monitoring and identity theft protection. Enclosed is a copy of the notice sent to the Maryland residents via first-class United States mail.

STEPS TAKEN RELATING TO THE INCIDENT

Upon learning of the incident, Diamond Comic promptly began an investigation and contained the incident by preventing further access to its system. It also engaged a forensic security firm to further investigate the incident and confirm the security of its email and computer systems. Additionally, Diamond Comic is taking steps to reduce the risk of this type of incident occurring in the future, including reviewing its technical controls. Finally, as discussed above, Diamond Comic is notifying the potentially involved individuals, providing free credit monitoring services, and providing individuals with information on how they protect themselves against identity theft or fraud.



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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,

A handwritten signature in dark ink, appearing to read "Pasha Sternberg".

Pasha Sternberg

Enclosure



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>>

Dear <<Name 1>>:

RE: NOTICE OF DATA BREACH

Diamond Comic Distributors, Inc. ("Diamond Comic") values and respects the privacy of your information, which is why we are writing to advise you of an incident that may have involved some of your personal information. <<Variable Text 1>> We have no reason to believe that your personal information has been misused for the purpose of committing fraud or identity theft. Nonetheless, out of an abundance of caution, we are writing to advise you about the incident and to provide you with guidance on what you can do to protect yourself, should you feel it is appropriate to do so.

What Happened? Upon discovering that an unknown, unauthorized third party encrypted some of our files in a ransomware attack, we promptly took steps to secure our systems and began an internal investigation. We also notified law enforcement and engaged a forensic security firm to investigate and confirm the security of our email and computer systems. The investigation determined that an unknown third party accessed our systems from November 2, 2021 to November 5, 2021. The investigation also determined that certain personal information may have been accessed and/or acquired from our systems as a part of the incident.

What Information Was Involved? We reviewed the contents of the involved data to identify if it contained any personal information and determined it included your name, together with your <<Variable Text 2>>.

What We Are Doing. In addition to the actions described above, we have also taken numerous steps to reduce the risk of this type of incident occurring in the future, including enhancing our technical security measures, and as a further precaution, we have eliminated older personal information housed in our data files. We are also offering a complimentary one-year membership of *myTrueIdentity*, provided by TransUnion Interactive, a subsidiary of TransUnion®, one of the three nationwide credit reporting companies. This product helps detect possible misuse of your personal information and provides you with identity protection services focused on immediate identification and resolution of identity theft. *myTrueIdentity* is completely free to you, and enrolling in this program will not hurt your credit score. **For more information on identity theft prevention and *myTrueIdentity*, including instructions on how to activate your complimentary one-year membership, please see the additional information provided in this letter.**

What You Can Do. While it is our belief the data in our systems was not used in any untoward manner, we nonetheless encourage you to take advantage of the complimentary credit monitoring included in this letter. You can also find more information on steps to protect yourself against possible identity theft or fraud in the enclosed *Additional Important Information* page.

For More Information. We value the trust you place in us to protect your privacy, take our responsibility to safeguard your personal information seriously, and apologize for any inconvenience or concern this incident might cause. For further information and assistance, please call 855-404-7847 from 9:00 AM - 9:00 PM Eastern, Monday through Friday.

Sincerely,

Diamond Comic Distributors, Inc.



Activation Code: <<Activation Code>>

To enroll in this service, go directly to the *myTrueIdentity* website at **www.mytrueidentity.com** and in the space referenced as “Enter Activation Code”, enter the following unique 12-letter Activation Code <<**Activation Code**>> and follow the three steps to receive your credit monitoring service online within minutes.

If you do not have access to the Internet and wish to enroll in a similar offline, paper based, credit monitoring service, via U.S. Mail delivery, please call the TransUnion Fraud Response Services toll-free hotline at **1-855-288-5422**. When prompted, enter the following 6-digit telephone pass code <<**Engagement Number**>> and follow the steps to enroll in the offline credit monitoring service, add an initial fraud alert to your credit file, or to speak to a TransUnion representative if you believe you may be a victim of identity theft.

Once you are enrolled, you will be able to obtain 12 months of unlimited access to your TransUnion credit report and VantageScore® credit score by TransUnion. The daily credit monitoring service will notify you if there are any critical changes to your credit file at TransUnion®, including fraud alerts, new inquiries, new accounts, new public records, late payments, change of address and more. The service also includes the ability to lock and unlock your TransUnion credit report online, access to identity restoration services that provides assistance in the event your identity is compromised to help you restore your identity and up to \$1,000,000 in identity theft insurance with no deductible. (Policy limitations and exclusions may apply.)

You can sign up for the *myTrueIdentity* online credit monitoring service anytime between now and <<**Enrollment Deadline**>>. Due to privacy laws, we cannot register you directly. Please note that credit monitoring services might not be available for individuals who do not have credit file at TransUnion®, or an address in the United States (or its territories) and a valid Social Security number, or are under the age of 18. Enrolling in this service will not affect your credit score.

If you have questions about your *myTrueIdentity* online credit monitoring benefits, need help with your online enrollment, or need help accessing your credit report, or passing identity verification, please contact the *myTrueIdentity* Customer Service Team toll-free at: 1-844-787-4607, Monday-Friday: 8am- 9pm, Saturday-Sunday: 8am-5pm Eastern time.

Additional Important Information

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.

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
1-888-397-3742
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/bcfrp_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.

Vermont Residents: If you do not have internet access but would like to learn more about how to place a security freeze on your credit report, contact the Vermont Attorney General's Office at 802-656-3183 (800-649-2424 toll free in Vermont only).