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September 12, 2022

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

Brian E. Frosh
Attorney General
Office of the Attorney General
Attn: Security Breach Notification
200 St. Paul Place
Baltimore, MD 21202

Re: Incident Notification

Dear Attorney General Frosh:

We are writing on behalf of our client, Worldwide Marketing Technologies Corp (“Worldwide Marketing”) to notify your office of a security incident involving personal information belonging to its client, Christar.

Worldwide Marketing is a Florida-based software services for nonprofit organizations. On July 25, 2022, Worldwide Marketing Technologies Corp detected unauthorized access to certain devices in its network that resulted in theft of data from its software platform. Upon identifying the unauthorized access, Worldwide Marketing took steps to secure its network and launched an investigation with the assistance of a cybersecurity firm. Worldwide Marketing also notified law enforcement and is assisting with their investigation.

The investigation was not able to determine the period of unauthorized access, but the investigation determined an unauthorized person accessed Worldwide Marketing’s software platform that contained personal information belonging to Worldwide Marketing’s client, Christar. The data contained personal information including names, addresses, and Social Security numbers. Worldwide Marketing then worked to identify the individuals whose information was accessed as a result of the incident, including twelve (12) Maryland residents.

On August 29, 2022, Worldwide Marketing Technologies Corp, started mailing

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notification to the Maryland residents via U.S. mail in accordance with Md. Code Ann., Com. Law § 14-3504.¹ A copy of the notification letter is enclosed. Worldwide Marketing is providing a telephone number for potentially affected individuals to call with any questions they may have about the incident. Worldwide Marketing is offering notified individuals complimentary one-year memberships to identity monitoring services.

To help prevent this type of incident from happening again, Worldwide Marketing is evaluating additional administrative and technical safeguards.

Please do not hesitate to contact me if you have any questions regarding this matter.

Sincerely,

A handwritten signature in black ink that reads "M. Scott Koller". The signature is written in a cursive, flowing style.

M. Scott Koller
Partner

Enclosure

¹ This report is not, and does not constitute, a waiver of Worldwide Marketing's objection that Maryland lacks personal jurisdiction over the company related to this matter.

Worldwide Marketing Technologies Corp
10300 SW Greenburg Rd. Suite 570
Portland, OR 97223

To Enroll, Please Call:
1-833-903-3648
Or Visit:
<https://app.idx.us/account-creation/protect>
Enrollment Code:
<<XXXXXXXXXX>>

<<First Name>> <<Last Name>>
<<Address1>>
<<Address2>>
<<City>>, <<State>> <<Zip>>

August 29, 2022

Notice of Data Breach

Dear <<First Name>> <<Last Name>>:

Worldwide Marketing Technologies Corp provides software services for nonprofit organizations. We are writing to notify you about an incident that may have involved some of your personal information, which we received while providing services to <<Client Name>>. This letter explains the incident, the measures we have taken, and provides some steps you can take in response.

What Happened?

On July 25, 2022, we discovered evidence of a cybersecurity incident involving unauthorized access to our software platform, which hosted a website for <<Client Name>>. Upon detection, we quickly took steps to secure our network and launch an investigation with the assistance of cybersecurity professionals. Since the incident occurred, we learned that an unauthorized party acquired certain data that was stored on our systems.

What Information Was Involved?

We reviewed the data that was accessed during the incident and determined that the stolen data included your name, <<insert additional data fields>>. We have no reason to believe your credit or payment card is affected by this incident because that data is not stored or retained on our software platform.

What Are We Doing?

To help prevent a similar incident from occurring in the future, we are evaluating additional administrative and technical safeguards to better secure your information. We have also arranged to provide identity monitoring at no cost to you through IDX. IDX identity protection services include: <<12/24>> months of credit and CyberScan monitoring, a \$1,000,000 insurance reimbursement policy, and fully managed identity theft recovery services. For more information on identity theft prevention and IDX Identity Monitoring, including instructions on how to activate your complimentary membership, please visit the below website and see the additional information provided with this letter.

What You Can Do.

We recommend that you remain vigilant to the possibility of fraud by reviewing your financial account statements and credit reports for any unauthorized activity. You should immediately report any suspicious activity to your financial institution. For further details, including some additional steps you can take to help protect your information, please see the pages that follow this letter.

For More Information.

We deeply regret the inconvenience and concern this incident may cause and take this matter extremely seriously. If you have any questions, please call 1-833-903-3648, Monday through Friday, 9:00 a.m. to 9:00 p.m. Eastern Time.

Sincerely,

A handwritten signature in black ink, appearing to read "Dan Pennell", with a stylized flourish at the end.

Dan Pennell
CEO, Worldwide Marketing Technologies Corp



ENROLLMENT INSTRUCTIONS

1. Website and 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. Please note the deadline to enroll is November 29, 2022.

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 1-833-903-3648 to gain additional information about this event and speak with knowledgeable representatives about the appropriate steps to take to protect your credit identity.

If you discover any suspicious items and have enrolled in IDX identity protection, notify IDX immediately by calling or by logging into the IDX website and filing a request for help.

If you file a request for help or report suspicious activity, you will be contacted by a member of our ID Care team who will help you determine the cause of the suspicious items. In the unlikely event that you fall victim to identity theft as a consequence of this incident, you will be assigned an ID Care Specialist who will work on your behalf to identify, stop and reverse the damage quickly.

ADDITIONAL STEPS YOU CAN TAKE

We remind you it is always advisable to be vigilant for incidents of fraud or identity theft by reviewing your account statements and free credit reports for any unauthorized activity over the next 12 to 24 months. You may obtain a copy of your credit report, free of charge, once every 12 months from each of the three nationwide credit reporting companies. To order your annual free credit report, please visit www.annualcreditreport.com or call toll free at 1-877-322-8228. Contact information for the three nationwide credit reporting companies is as follows:

- *Equifax*, PO Box 740241, Atlanta, GA 30374, www.equifax.com, 1-800-685-1111
- *Experian*, PO Box 2002, Allen, TX 75013, www.experian.com, 1-888-397-3742
- *TransUnion*, PO Box 2000, Chester, PA 19016, www.transunion.com, 1-800-916-8800

If you believe you are the victim of identity theft or have reason to believe your personal information has been misused, you should immediately contact the Federal Trade Commission and/or the Attorney General's office in your state. You can obtain information from these sources about steps an individual can take to avoid identity theft as well as information about fraud alerts and security freezes. You should also contact your local law enforcement authorities and file a police report. Obtain a copy of the police report in case you are asked to provide copies to creditors to correct your records. 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

Fraud Alerts and Credit or Security Freezes:

Fraud Alerts: There are two types of general fraud alerts you can place on your credit report to put your creditors on notice that you may be a victim of fraud—an initial alert and an extended alert. You may ask that an initial fraud alert be placed on your credit report if you suspect you have been, or are about to be, a victim of identity theft. An initial fraud alert stays on your credit report for one year. You may have an extended alert placed on your credit report if you have already been a victim of identity theft with the appropriate documentary proof. An extended fraud alert stays on your credit report for seven years.

To place a fraud alert on your credit reports, contact one of the nationwide credit bureaus. A fraud alert is free. The credit bureau you contact must tell the other two, and all three will place an alert on their versions of your report.

For those in the military who want to protect their credit while deployed, an Active Duty Military Fraud Alert lasts for one year and can be renewed for the length of your deployment. The credit bureaus will also take you off their marketing lists for pre-screened credit card offers for two years, unless you ask them not to.

Credit or Security Freezes: You have the right to put a credit freeze, also known as a security freeze, on your credit file, free of charge, which makes it more difficult for identity thieves to open new accounts in your name. That's because most creditors need to see your credit report before they approve a new account. If they can't see your report, they may not extend the credit.

How do I place a freeze on my credit reports? There is no fee to place or lift a security freeze. Unlike a fraud alert, you must separately place a security freeze on your credit file at each credit reporting company. For information and instructions to place a security freeze, contact each of the credit reporting agencies at the addresses below:

- **Experian Security Freeze**, PO Box 9554, Allen, TX 75013, www.experian.com
- **TransUnion Security Freeze**, PO Box 2000, Chester, PA 19016, www.transunion.com
- **Equifax Security Freeze**, PO Box 105788, Atlanta, GA 30348, www.equifax.com

You'll need to supply your name, address, date of birth, Social Security number and other personal information.

After receiving your freeze request, each credit bureau will provide you with a unique PIN (personal identification number) or password. Keep the PIN or password in a safe place. You will need it if you choose to lift the freeze.

How do I lift a freeze? 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.

If you opt for a temporary lift because you are applying for credit or a job, and you can find out which credit bureau the business will contact for your file, you can save some time by lifting the freeze only at that particular credit bureau. Otherwise, you need to make the request with all three credit bureaus.

A Summary of Your Rights Under the Fair Credit Reporting Act: The federal Fair Credit Reporting Act (FCRA) promotes the accuracy, fairness, and privacy of information in the files of consumer reporting agencies. There are many types of consumer reporting agencies, including credit bureaus and specialty agencies (such as agencies that sell information about check writing histories, medical records, and rental history records). Your major rights under the FCRA are summarized below. For more information, including information about additional rights, go to www.consumerfinance.gov/learnmore or write to: Consumer Financial Protection Bureau, 1700 G Street NW, Washington, DC 20552.

- You must be told if information in your file has been used against you.
- You have the right to know what is in your file.
- You have the right to ask for a credit score.
- You have the right to dispute incomplete or inaccurate information.
- Consumer reporting agencies 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 reports to be provided to employers.
- You may limit “prescreened” offers of credit and insurance you get based on information in your credit report.
- You have a right to place a “security freeze” on your credit report, which will prohibit a consumer reporting agency from releasing information in your credit report without your express authorization.
- You may seek damages from violators.
- Identity theft victims and active duty military personnel have additional rights.

Worldwide Marketing Technologies Corp is located at 3690 North US 1, Fort Pierce, FL 34946, (772) 567-9824.

Additional information for residents of the following states:

District of Columbia: You may contact and obtain information from your attorney general at: Office of the Attorney General for the District of Columbia, 441 4th Street NW, Washington, DC 20001, 1-202-727-3400, www.oag.dc.gov

Maryland: You may contact and obtain information from your state attorney general at: *Maryland Attorney General's Office*, 200 St. Paul Place, Baltimore, MD 21202, 1-888-743-0023 / 1-410-576-6300, www.oag.state.md.us

New York: may contact and obtain information from these state agencies: *New York Department of State Division of Consumer Protection*, One Commerce Plaza, 99 Washington Ave., Albany, NY 12231-0001, 518-474-8583 / 1-800-697-1220, <http://www.dos.ny.gov/consumerprotection>; and *New York State Office of the Attorney General*, The Capitol, Albany, NY 12224-0341, 1-800-771-7755, <https://ag.ny.gov>

North Carolina: You may contact and obtain information from your state attorney general at: *North Carolina Attorney General's Office*, 9001 Mail Service Centre, Raleigh, NC 27699, 1-919-716-6000 / 1-877-566-7226, www.ncdoj.gov

