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3 Columbus Circle, #1500, New York, New York 10019
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716.898.2102
octillolaw.com
info@octillolaw.com

October 25, 2022

VIA EMAIL

Office of the Attorney General
Attn: Security Breach Notification
200 St. Paul Place
Baltimore, MD 21202
Email: Idtheft@oag.state.md.us

Dear Sir or Madam:

On behalf of our client Stock Gumshoe ("Stock Gumshoe"), and pursuant to the Personal Information Protection Act ("PIPA"), Md. Code Ann. Comm. Law 14-3504, this letter provides notice of a recent data security incident.

In May 2022, Stock Gumshoe first became aware of a security incident suffered by online merchant processing provider, 1ShoppingCart in 2020, that potentially impacted a limited number of individuals ("Incident"). Stock Gumshoe learned a limited number of individual's financial card information in combination with their name and address may have been impacted. Stock Gumshoe has identified twenty (20) Maryland residents who may have been affected by the Incident. At this time, there is no evidence information has been misused; nevertheless, we are providing this notice.

Attached for your convenience is a copy of the template notification that was sent to the impacted Maryland residents October 25, 2022.

Please feel free to contact me with any questions at 716-898-2102 or pmcnally@octillolaw.com.

Sincerely,

A handwritten signature in black ink, appearing to read "Patrick D. McNally". The signature is fluid and cursive, with a large initial "P" and "M".

Patrick D. McNally Esq.
Certified Information Privacy Professional, United States (CIPP/US)

Encl.



Return Mail Processing Center
P.O. Box 6336
Portland, OR 97228-6336

[REDACTED]
[REDACTED]
[REDACTED]
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[REDACTED]

[REDACTED]

[REDACTED]

Dear [REDACTED]

Stock Gumshoe, an online provider of investment research, writes to advise you that we recently became aware of a data security incident suffered by a service provider named 1ShoppingCart (the "Incident"). We are writing to let you know how this Incident may have affected your personal information ("Information") and, as a precaution, to provide steps you can take to help protect your Information. We are unaware of any misuse of the Information, but we are contacting you to share what we know about the Incident.

What Happened?

In May of 2022 Stock Gumshoe became aware of a security incident suffered by service provider 1ShoppingCart that involved the unauthorized access to the servers that support the 1ShoppingCart e-commerce platform. Following an investigation, Stock Gumshoe learned the information involved included customer name, address, payment card number, CVV, and expiration date for a limited number of transactions between July and August of 2020, which includes your Information. Stock Gumshoe retained national data security experts to assist in providing this notification and reporting to the appropriate regulators as required. At this time, there is no evidence information has been misused; nevertheless, we are providing this notice.

Why Do You Have My Personal Information?

Stock Gumshoe is an online provider of investment research. You may have provided your name, address, and credit card information upon joining Stock Gumshoe as a paid member.

What Information Was Involved?

Stock Gumshoe learned a limited number of individuals' financial card information in combination with their name and address may have been impacted. Again, we have no evidence that any of your Information was misused.

What We Are Doing.

We are working with a leading data security firm to aid in our investigation and response and will report this Incident to relevant state and federal authorities. As a result of the Incident, 1ShoppingCart has also implemented additional security protocols designed to secure the 1ShoppingCart environment to prevent further unauthorized access. We are diligently reviewing our service provider security controls and assessing the relationship with 1ShoppingCart in light of this development and the gap in time it took them to make Stock Gumshoe aware of the Incident.

While we have no evidence of misuse of your personal information, as an added precaution to help protect your identity as a valued Stock Gumshoe member, we are offering twelve (12) months complimentary credit monitoring through **Equifax**. To activate your membership and start monitoring your personal Information please follow the steps below:

- You must enroll by: **1/31/2022** (Your code will not work after this date.)
- Visit **Equifax's** website to enroll: **www.equifax.com/activate**
- Provide your activation code: [REDACTED]
- If you have questions or need assistance enrolling, please contact Equifax Customer Service at **1-866-815-8535** by **1/31/2022**.

What You Can Do.

It is always recommended that you regularly review account statements and report any suspicious activity to financial institutions. Please also review the enclosed "Additional Resources" section included with this letter, which describes additional steps you can take to help protect your Information.

For More Information.

If you have any questions about the Incident, please call **1-877-607-8674**, Monday through Friday, from 8:00 a.m. to 8:00 p.m. Central (excluding some U.S. national holidays).

Sincerely,



Travis Johnson

President

ADDITIONAL RESOURCES

Contact information for the three nationwide credit reporting agencies:

Equifax, PO Box 740241, Atlanta, GA 30374, www.equifax.com, 1-800-685-1111

Experian, PO Box 2104, Allen, TX 75013, www.experian.com, 1-888-397-3742

TransUnion, PO Box 2000, Chester, PA 19022, www.transunion.com, 1-800-888-4213

Free Credit Report. It is recommended that you remain vigilant for incidents of fraud and identity theft by reviewing account statements and monitoring your credit report for unauthorized activity. You may obtain a copy of your credit report, free of charge, once every 12 months from each of the three nationwide credit reporting agencies.

To order your annual free credit report please visit **www.annualcreditreport.com** or call toll free at **1-877-322-8228**.

You can also order your annual free credit report by mailing a completed Annual Credit Report Request Form (available from the U.S. Federal Trade Commission's ("FTC") website at www.consumer.ftc.gov) to: Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348-5281.

For Colorado, Georgia, Maine, Maryland, Massachusetts, New Jersey, Puerto Rico, and Vermont residents: You may obtain one or more (depending on the state) additional copies of your credit report, free of charge. You must contact each of the credit reporting agencies directly to obtain such additional report(s).

Fraud Alert. You may place a fraud alert in your file by calling one of the three nationwide credit reporting agencies above. A fraud alert tells creditors to follow certain procedures, including contacting you before they open any new accounts or change your existing accounts. For that reason, placing a fraud alert can protect you, but also may delay you when you seek to obtain credit.

Security Freeze. You have the ability to place a security freeze on your credit report.

A security freeze is intended to prevent credit, loans, and services from being approved in your name without your consent. To place a security freeze on your credit report, you may be able to use an online process, an automated telephone line, or a written request to any of the three credit reporting agencies listed above. The following information must be included when requesting a security freeze (note that if you are requesting a credit report for your spouse, this information must be provided for him/her as well): (1) full name, with middle initial and any suffixes; (2) Social Security number; (3) date of birth; (4) current address and any previous addresses for the past five years; and (5) any applicable incident report or complaint with a law enforcement agency or the Registry of Motor Vehicles. The request must also include a copy of a government-issued identification card and a copy of a recent utility bill or bank or insurance statement. It is essential that each copy be legible, and display your name, current mailing address, and the date of issue.

Federal Trade Commission and State Attorneys General Offices. 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 home state. You may also contact these agencies for information on how to prevent or avoid identity theft.

You may contact the **Federal Trade Commission**, Consumer Response Center, 600 Pennsylvania Avenue, NW, Washington, DC 20580, www.ftc.gov/bcp/edu/microsites/idtheft/, 1-877-IDTHEFT (438-4338).

For Maryland residents: You may contact the Maryland Office of the Attorney General, Consumer Protection Division, 200 St. Paul Place, Baltimore, MD 212202, www.oag.state.md.us, 1-888-743-0023.

For North Carolina residents: You may contact the North Carolina Office of the Attorney General, Consumer Protection Division, 9001 Mail Service Center, Raleigh, NC 27699-9001, www.ncdoj.gov, 1-877-566-7226.

Reporting of identity theft and obtaining a police report.

For Iowa residents: You are advised to report any suspected identity theft to law enforcement or to the Iowa Attorney General.

For Massachusetts residents: You have the right to obtain a police report if you are a victim of identity theft.

For Oregon residents: You are advised to report any suspected identity theft to law enforcement, the Federal Trade Commission, and the Oregon Attorney General.



Equifax Credit Watch™ Gold

Enter your Activation Code: [REDACTED]

Enrollment Deadline: [REDACTED]

*Note: You must be over age 18 with a credit file to take advantage of the product

Key Features

- Credit monitoring with email notifications of key changes to your Equifax credit report
- Daily access to your Equifax credit report
- WebScan notifications¹ when your personal information, such as Social Security Number, credit/debit card or bank account numbers are found on fraudulent Internet trading sites
- Automatic fraud alerts², which encourages potential lenders to take extra steps to verify your identity before extending credit, plus blocked inquiry alerts and Equifax credit report lock³
- Identity Restoration to help restore your identity should you become a victim of identity theft, and a dedicated Identity Restoration Specialist to work on your behalf
- Up to \$1,000,000 of identity theft insurance coverage for certain out of pocket expenses resulting from identity theft⁴

Enrollment Instructions

Go to www.equifax.com/activate

Enter your unique Activation Code of [REDACTED] then click “Submit” and follow these 4 steps:

1. Register:

Complete the form with your contact information and click “Continue”.

If you already have a myEquifax account, click the ‘Sign in here’ link under the “Let’s get started” header.

Once you have successfully signed in, you will skip to the Checkout Page in Step 4

2. Create Account:

Enter your email address, create a password, and accept the terms of use.

3. Verify Identity:

To enroll in your product, we will ask you to complete our identity verification process.

4. Checkout:

Upon successful verification of your identity, you will see the Checkout Page.

Click ‘Sign Me Up’ to finish enrolling.

You’re done!

The confirmation page shows your completed enrollment.

Click “View My Product” to access the product features.

¹WebScan searches for your Social Security Number, up to 5 passport numbers, up to 6 bank account numbers, up to 6 credit/debit card numbers, up to 6 email addresses, and up to 10 medical ID numbers. WebScan searches thousands of Internet sites where consumers’ personal information is suspected of being bought and sold, and regularly adds new sites to the list of those it searches. However, the Internet addresses of these suspected Internet trading sites are not published and frequently change, so there is no guarantee that we are able to locate and search every possible Internet site where consumers’ personal information is at risk of being traded. ²The Automatic Fraud Alert feature is made available to consumers by Equifax Information Services LLC and fulfilled on its behalf by Equifax Consumer Services LLC. ³Locking your Equifax credit report will prevent access to it by certain third parties. Locking your Equifax credit report will not prevent access to your credit report at any other credit reporting agency. Entities that may still have access to your Equifax credit report include: companies like Equifax Global Consumer Solutions, which provide you with access to your credit report or credit score, or monitor your credit report as part of a subscription or similar service; companies that provide you with a copy of your credit report or credit score, upon your request; federal, state and local government agencies and courts in certain circumstances; companies using the information in connection with the underwriting of insurance, or for employment, tenant or background screening purposes; companies that have a current account or relationship with you, and collection agencies acting on behalf of those whom you owe; companies that authenticate a consumer’s identity for purposes other than granting credit, or for investigating or preventing actual or potential fraud; and companies that wish to make pre-approved offers of credit or insurance to you. To opt out of such pre-approved offers, visit www.optoutprescreen.com ⁴The Identity Theft Insurance benefit is underwritten and administered by American Bankers Insurance Company of Florida, an Assurant company, under group or blanket policies issued to Equifax, Inc., or its respective affiliates for the benefit of its Members. Please refer to the actual policies for terms, conditions, and exclusions of coverage. Coverage may not be available in all jurisdictions.