

October 27, 2022

VIA E-MAIL (Idtheft@oag.state.md.us)

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

Re: Notification of Data Security Incident

Dear Attorney General Frosh:

We are writing pursuant to Md. Code Ann., Com. Law § 14-3501 because Minka Lighting, LLC ("Minka") has learned of a data security incident that may have affected the personal information of 20 Maryland residents. The information that was involved in the incident includes name, date of birth, social security number, credit card information, and health-related information.

On July 29, 2022, a breach of confidential information from Minka was identified. An investigation was launched immediately that included retaining an independent forensic investigation consulting team. That independent forensic team and the internal Information Technology team conducted a thorough review of all potentially affected systems to ensure that all Minka computer systems were secure and that the unauthorized access, which occurred between June 27, 2022 and June 29, 2022, had been terminated and blocked so that the unauthorized third parties could not attempt to access any information or documents thereafter.

During the course of that forensic investigation, additional indicators of compromise were identified that occurred between December 16, 2021 and April 5, 2022. The forensic investigation and analysis of these additional indicators of compromise by the independent forensic team and the internal Information Technology team did not identify any information or documents containing personal information that was accessed by or disclosed to unauthorized third parties. These additional indicators of compromise were also terminated and blocked to eliminate any access to or disclosure of confidential information or documents thereafter.

As part of our ongoing efforts to help prevent something like this from happening in the future, Minka has implemented several remedial measures including working to identify vulnerabilities in our systems and implement appropriate remedial action, accelerating our efforts to further harden our environment through enhancements to access management, network segmentation, and deployment of additional endpoint and network-based platforms.

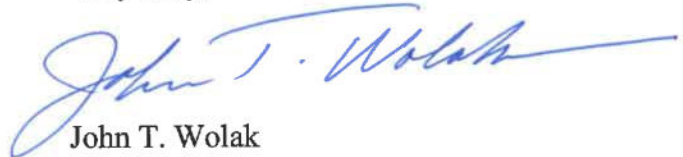
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A notification letter to the affected Maryland residents was sent out on October 27, 2021.
A sample copy of the letter to be mailed to the Maryland residents is attached.

Please do not hesitate to contact me directly if you have any questions.

Very truly,



John T. Wolak

M I N K A G R O U P

<<Date>> (Format: Month Day, Year)

<<first_name>> <<middle_name>> <<last_name>> <<suffix>>
<<address_1>>
<<address_2>>
<<city>>, <<state_province>> <<postal_code>>
<<country>>

NOTICE OF DATA BREACH

Dear <<first_name>> <<middle_name>> <<last_name>> <<suffix>>

We are writing to you because Minka Lighting, LLC ("Minka") recently identified a data security incident that may have disclosed some of your personal information. We are notifying you at this time to make you aware of this security incident so you can remain vigilant.

What Happened

On July 29, 2022, a breach of confidential information from Minka was identified and confirmed based upon samples of certain information posted on a web-based forum used by malicious actors. An investigation was launched immediately that included retaining an independent forensic investigation consulting team. That independent forensic team and the internal Information Technology team conducted a thorough review of all potentially affected systems to ensure that all Minka computer systems were secure and that the unauthorized access, which occurred between June 27, 2022 and June 29, 2022, had been terminated and blocked so that the unauthorized third parties could not attempt to access any information or documents thereafter.

During the course of that forensic investigation, additional indicators of compromise were identified that occurred between December 16, 2021 and April 5, 2022. The forensic investigation and analysis of these additional indicators of compromise by the independent forensic team and the internal Information Technology team did not identify any information or documents containing personal information that was accessed by or disclosed to unauthorized third parties. These additional indicators of compromise were also terminated and blocked to eliminate any access to or disclosure of confidential information or documents thereafter.

What Information Was Involved

After completing our comprehensive investigation, analysis and review of the circumstances involved in the security incident, we have determined that the information and documents that were actually or potentially exposed contained the following types of personal information: <b2b_text_1 (Name, Impacted Data)>.

What We Are Doing

As part of our ongoing efforts to help prevent something like this from happening in the future, Minka has implemented several changes to protect data from any subsequent incidents. Specifically, we are working to identify vulnerabilities in our systems and implement appropriate remedial action. Additionally, we are accelerating our efforts to further harden our environment through enhancements to access management, network segmentation, and deployment of additional endpoint and network-based platforms.

Ambience George Kovacs Madison Avenue Metropolitan Lighting Minka-Aire Minka-Lavery

1151 W Bradford Circle Corona, CA 92882

951-735-9220 Fax: 951-735-9758

ELN-16083

What You Can Do, and For More Information

As a best practice, we recommend you remain vigilant, including carefully reviewing account statements. Out of an abundance of caution, you may wish to change your username, password, and/or security questions relevant to information listed above as being potentially compromised. Please also review the enclosed "Additional Resources" section included with this letter. This section describes additional steps you can take to help protect yourself, including recommendations by the Federal Trade Commission regarding identity theft protection, details on how to place a fraud alert or a security freeze on your credit file, and other identity theft prevention and mitigation tools and services.

Identity Monitoring

To help relieve concerns and restore confidence following this incident, we have secured the services of Kroll to provide identity monitoring at no cost to you for 12 months. Kroll is a global leader in risk mitigation and response, and their team has extensive experience helping people who have sustained an unintentional exposure of confidential data. Your identity monitoring services include Credit Monitoring, Web Watcher, Public Persona, Quick Cash Scan, \$1 Million Identity Fraud Loss Reimbursement, Fraud Consultation, and Identity Theft Restoration.

Visit <https://enroll.krollmonitoring.com> to activate and take advantage of your identity monitoring services.

You have until <<b2b_text_6 (date)>> to activate your identity monitoring services.

Membership Number: <<Membership Number s_n>>

For more information about Kroll and your Identity Monitoring services, you can visit info.krollmonitoring.com.

We recommend that you activate your complimentary identity monitoring services. Additional information describing your services is included with this letter.

Finally, in the event there is any suspicious activity in any of your accounts or you suspect you are the victim of identity theft, you should promptly notify the financial institution where the account is maintained and report the activity to the proper law enforcement authorities.

Your trust in Minka is of paramount importance to us. We deeply regret that this incident occurred. If you have questions, please call <<TFN>>, Monday through Friday from 8:00 a.m. to 5:30 p.m. Central Time, excluding major U.S. holidays.

Sincerely,



John Tarazona
Finance Business Partner
Minka Lighting, LLC

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 19016, www.transunion.com, 1-800-888-4213

Free Credit Report. It is recommended that you remain vigilant by reviewing account statements and monitoring your credit report for unauthorized activity, especially activity that may indicate fraud and identity theft. 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 Alerts. There are two types of 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 at least one year. You may have an extended alert placed on your credit report if you have already been a victim of identity theft and you have the appropriate documentary proof. An extended fraud alert stays on your credit report for seven years. You can place a fraud alert on your credit report by contacting any of the three national credit reporting agencies.

Security Freeze. You have the ability to place a security freeze, also known as a credit freeze, on your credit report free of charge.

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 use an online process, an automated telephone line, or submit 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 5 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 minimize the risks of 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 21202, 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.

For New York residents: The Attorney General may be contacted at: Office of the Attorney General, The Capitol, Albany, NY 12224-0341; 1-800-771-7755; <https://ag.ny.gov/>.

For Connecticut residents: You may contact the Connecticut Office of the Attorney General, 165 Capitol Avenue, Hartford, CT 06106, 1-860-808-5318, www.ct.gov/ag.

For Massachusetts residents: You may contact the Office of the Massachusetts Attorney General, 1 Ashburton Place, Boston, MA 02108, 1-617-727-8400, www.mass.gov/ago/contact-us.html

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.

**TAKE ADVANTAGE OF YOUR IDENTITY MONITORING SERVICES**

You have been provided with access to the following services from Kroll:

Single Bureau Credit Monitoring

You will receive alerts when there are changes to your credit data—for instance, when a new line of credit is applied for in your name. If you do not recognize the activity, you'll have the option to call a Kroll fraud specialist, who will be able to help you determine if it is an indicator of identity theft.

Web Watcher

Web Watcher monitors internet sites where criminals may buy, sell, and trade personal identity information. An alert will be generated if evidence of your personal identity information is found.

Public Persona

Public Persona monitors and notifies when names, aliases, and addresses become associated with your Social Security number. If information is found, you will receive an alert.

Quick Cash Scan

Quick Cash Scan monitors short-term and cash-advance loan sources. You will receive an alert when a loan is reported, and you can call a Kroll fraud specialist for more information.

\$1 Million Identity Fraud Loss Reimbursement

Reimburses you for out-of-pocket expenses totaling up to \$1 million in covered legal costs and expenses for any one stolen identity event. All coverage is subject to the conditions and exclusions in the policy.

Fraud Consultation

You have unlimited access to consultation with a Kroll fraud specialist. Support includes showing you the most effective ways to protect your identity, explaining your rights and protections under the law, assistance with fraud alerts, and interpreting how personal information is accessed and used, including investigating suspicious activity that could be tied to an identity theft event.

Identity Theft Restoration

If you become a victim of identity theft, an experienced Kroll licensed investigator will work on your behalf to resolve related issues. You will have access to a dedicated investigator who understands your issues and can do most of the work for you. Your investigator will be able to dig deep to uncover the scope of the identity theft, and then work to resolve it.

Kroll's activation website is only compatible with the current version or one version earlier of Chrome, Firefox, Safari and Edge.

To receive credit services, you must be over the age of 18 and have established credit in the U.S., have a Social Security number in your name, and have a U.S. residential address associated with your credit file.