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November 23, 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

To Whom It May Concern:

We represent I Know I Can located at 1108 City Park Avenue, Suite 301, Columbus, Ohio 43206, and are writing to notify your office of an incident that may affect the security of certain personal information relating to sixteen (16) Maryland residents. The investigation into this matter is ongoing, and this notice will be supplemented with any new significant facts learned subsequent to its submission. By providing this notice, I Know I Can 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 March 10, 2022, I Know I Can discovered suspicious activity indicative of potential unauthorized access into its environment. I Know I Can immediately began working with cybersecurity specialists to investigate the source of the potential access, determine the nature and scope of the incident, and confirm the extent of potentially impacted information. The investigation determined that I Know I Can was the victim of a sophisticated cybersecurity attack that involved unauthorized access to certain systems by an unknown, criminal actor. As part of its investigation, I Know I Can identified a limited number of locations within its environment that may have been accessed and/or acquired by the unauthorized actor between March 2, 2022 and March 10, 2022.

In of an abundance of caution, I Know I Can undertook a thorough and time-intensive review of its systems to determine what, if any, sensitive information may have been impacted, and recently completed that effort. As part of this assessment, I Know I Can identified certain data sets obtained from data owner school districts and began notifying these educational business partners on September 9, 2022. Through additional analysis, I Know I Can also identified information to which it functioned as the data owner, and is now providing notification directly to those potentially impacted individuals. This additional analysis was completed on or about November 1, 2022.

The personal information that could have been subject to unauthorized access includes name, Social Security number, financial account information, payment card information, driver's license number, medical information, and government-issued identification number.

Notice to Maryland Residents

On or about November 23, 2022, I Know I Can provided written notice of this incident to sixteen (16) Maryland residents. 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, I Know I Can moved quickly to investigate and respond to the incident, assess the security of I Know I Can systems, and identify potentially affected individuals. I Know I Can is also working to implement additional safeguards and training to its employees. I Know I Can is providing access to credit monitoring services for twelve (12) months through TransUnion to individuals whose Social Security number was potentially affected by this incident, at no cost to these individuals.

Additionally, I Know I Can is providing impacted individuals with guidance on how to better protect against identity theft and fraud. I Know I Can is providing individuals with information on how to place a fraud alert and security freeze on one's credit file, information on protecting against tax fraud, 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.

I Know I Can 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) 930-4782.

Very truly yours,

Angelina W. Freind of
MULLEN COUGHLIN LLC

AWF/mah
Enclosure

EXHIBIT A



NOTICE OF Security Incident

November 11, 2022

Dear

I Know I Can writes to inform you of an incident that may affect the security of some of your personal information. You are receiving this letter because you or one of your family members was employed by, donated to, or received college access assistance from I Know I Can. This notice provides information about the incident, our response, and resources available to you to help protect your information from possible misuse, should you feel it necessary to do so.

What Happened?

On or about March 10, 2022, I Know I Can discovered suspicious activity indicative of potential unauthorized access into our environment. We immediately began working with cybersecurity specialists to investigate the source of the potential access, determine the nature and scope of the incident, and confirm the extent of potentially impacted information. The investigation determined that I Know I Can was the victim of a sophisticated cybersecurity attack that involved unauthorized access to certain systems by an unknown, criminal actor. As part of our investigation, we identified a limited number of locations within the I Know I Can environment that may have been accessed and/or acquired by the unauthorized actor between March 2, 2022 and March 10, 2022. In of an abundance of caution, we undertook a thorough and time-intensive review of our systems to determine what, if any, sensitive information may have been impacted, and recently completed that effort.

What Information Was Involved?

At this time, there is no evidence that any of your personal information has been misused. However, the investigation determined that your name and the following types of personal information related to you were present in the files and folders accessed and/or acquired by the unauthorized actor at the time of the incident: Social Security number and government-issued identification number.

What We Are Doing.

We take this incident and the security of personal information in our care seriously. Upon learning of this incident, we moved quickly to investigate and respond, to assess the security of relevant systems, and to reset relevant account passwords. As part of our ongoing commitment to the security of information, we are also reviewing and enhancing existing policies and procedures to reduce the likelihood of a similar future event. I Know I Can notified law enforcement of this incident and will notify relevant state regulators, as appropriate.

We are also offering you access to complimentary credit monitoring and identity protection services for 12 months. These services will be provided by Cyberscout through Identity Force, a TransUnion company specializing in fraud assistance and remediation services. These services include fraud consultation and identity theft restoration services. If you wish to activate the credit monitoring and identity protection services, you may follow the instructions included in the

Steps You Can Take to Help Protect Personal Information.

What You Can Do.

As mentioned previously, there is no evidence to date that any of your personal information has been misused. However, we encourage you to remain vigilant against incidents of identity theft and fraud, and to review your account statements and credit reports for suspicious activity. You may also review the information contained in the attached *Steps You Can Take to Help Protect Personal Information*. There you will also find more information on the credit monitoring and identity protection services we are making available to you. While I Know I Can will cover the cost of these services, you will need to complete the activation process.

For More Information.

We understand that you may have questions about this incident that are not addressed in this letter. If you have additional questions, please contact our toll-free call center at 1-833-502-2635 between the hours of 8:00 am and 8:00 pm Eastern time, Monday through Friday, excluding holidays. Representatives are available for 90 days.

We sincerely regret any inconvenience or concern this incident may have caused.

Sincerely,

A handwritten signature in cursive script that reads "Katina Fullen".

Katina Fullen
Executive Director
I Know I Can

Steps You Can Take to Help Protect Personal Information

Enroll in Credit Monitoring

In response to the incident, we are providing you with access to Single Bureau Credit Monitoring/Single Bureau Credit Report/Single Bureau Credit Score services at no charge. These services provide you with alerts for 12 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. 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/iknowican> and follow the instructions provided. When prompted please provide the following unique code to receive services: 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 1901
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, DC 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.

For District of Columbia residents, the District of Columbia Attorney General may be contacted at: 400 6th Street, NW, Washington, DC 20001; 202-727-3400; and oag.dc.gov.

For Maryland residents, the Maryland Attorney General may be contacted at: 200 St. Paul Place, 16th Floor, Baltimore, MD 21202; 1-410-528-8662 or 1-888-743-0023; and www.oag.state.md.us. I Know I Can is located at 1108 City Park Avenue, Suite 301 Columbus, Ohio 43206.

For North Carolina residents, the North Carolina Attorney General may be contacted at: 9001 Mail Service Center, Raleigh, NC 27699-9001; 1-877-566-7226 or 1-919-716-6000; and www.ncdoj.gov

For New Mexico residents, you have rights pursuant to the Fair Credit Reporting Act, such as the right to be told if information in your credit file has been used against you, the right to know what is in your credit file, the right to ask for your credit score, and the right to dispute incomplete or inaccurate information. Further, pursuant to the Fair Credit Reporting Act, the consumer reporting bureaus 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 credit reports to be provided to employers; you may limit “prescreened” offers of credit and insurance you get based on information in your credit report; and you may seek damages from violator. You may have additional rights under the Fair Credit Reporting Act not summarized here. Identity theft victims and active-duty military personnel have specific additional rights pursuant to the Fair Credit Reporting Act. We encourage you to review your rights pursuant to the Fair Credit Reporting Act by visiting www.consumerfinance.gov/f/201504_cfpb_summary_your-rights-under-fcra.pdf, or by writing Consumer Response Center, Room 130-A, Federal Trade Commission, 600 Pennsylvania Ave. N.W., Washington, D.C. 20580.

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