

420 Main St Suite 1100, Buffalo, New York 14202
75 S. Clinton Ave., 510 Clinton Square, Suite 555, Rochester, New York 14604
3 Columbus Circle, #1500, New York, New York 10019
600 Broadway, Suite 700, San Diego, California 92101
2 Bala Plaza, Suite 300, #704, Bala Cynwyd, Pennsylvania 19004



716.898.2102
octillolaw.com
info@octillolaw.com

November 30, 2022

VIA EMAIL

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

Dear Sir or Madam:

On behalf of our client Jonathan Adler ("Jonathan Adler"), 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. By providing this notice, Jonathan Adler does not waive any rights or defenses regarding the applicability of Maryland law or personal jurisdiction.

On April 16, 2022, an employee at Jonathan Adler detected irregular activity that was consistent with a typical ransomware attack. After initial investigation, the employee discovered a limited number of systems were encrypted, and a ransomware note. Out of an abundance of caution, Jonathan Adler immediately began to remediate the situation including disconnecting systems, changing passwords, engaging data security and privacy professionals, contacting law enforcement, and simultaneously beginning an investigation. At this time, there is no evidence information has been misused. Jonathan Adler has identified two (2) Maryland residents who may have been affected by the incident.

Attached for your convenience is a copy of the notice that is being mailed to the impacted Maryland residents today, November 30, 2022.

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

Sincerely,

A handwritten signature in dark ink, appearing to read "Daniel P. Greene", with a long horizontal flourish extending to the right.

Daniel P. Greene Esq.
Certified Information Privacy Professional, United States (CIPP/US)
Certified Information Privacy Professional, Europe (CIPP/E)

Encl.

Jonathan Adler
P.O. Box 3923
Syracuse, NY 13220

JONATHAN ADLER

November 30, 2022

Dear [REDACTED],

I am writing to inform you that we, Jonathan Adler (“Jonathan Adler” or “we”) recently experienced a data security incident (“Incident”) which potentially involved your personal information (“Information”). This letter provides you with knowledge about this Incident, the investigation, and although we are ~~im~~aware of any misuse of your Information, to provide you with steps you can take to protect your Information.

What Happened?

On April 16, 2022, an employee at Jonathan Adler detected irregular activity that was consistent with a typical ransomware attack. Out of an abundance of caution, Jonathan Adler immediately began to remediate the situation including disconnecting systems, changing passwords, engaging data security and privacy professionals, contacting law enforcement, and simultaneously beginning an investigation. At this time, there is no evidence your Information has been misused; nevertheless, we are providing this notice.

What information Was Involved?

We **determined** that the following types of Information may have been impacted: name, address, date of birth, social security number, driver’s license and/or other state identification number, passport information, credit card or debit card number, and health insurance information. Note that this list describes all categories of information involved in this Incident, and it likely includes categories that are not relevant to you.

What We Are Doing.

Upon becoming aware of the Incident, we immediately implemented measures to further improve the security of our systems and practices. We worked with security and privacy professionals to aid in our investigation and response, and we are reporting this Incident to relevant government agencies. We also implemented additional security protocols designed to protect our network, email environment, and systems.

As an added precaution to help protect your identity, we are providing you with access to the following services:

- Twenty-four (24) months of Single Bureau Credit Monitoring* services at no charge. In addition, we are providing you with proactive fraud assistance to help with any questions that you might have or in the event that you become a victim of fraud, provided by Cyberscout through Identity Force, a TransUnion company.

To enroll in Credit Monitoring* services at no charge:

- Please log on to [REDACTED] and follow the instructions provided.
 - When prompted please provide the following unique code to receive services:
[REDACTED]
- Representatives are available for ninety (90) days from the date of this letter, to assist you with questions regarding this incident, between the hours of 8:00 am to 8:00 pm Eastern time, Monday through Friday (excluding some U.S. national holidays). Please call the help line [REDACTED] and supply the fraud specialist with your unique code listed below. To extend these services, enrollment in the monitoring services described below is required.

In order for you to receive the monitoring services described above, you must enroll within ninety (90) days from the date of this letter.

What Can You Do?

Credit monitoring services are available to you at no cost for twenty-four (24) months. However, it is always recommended that you regularly monitor free credit reports and review account statements, and that you report any suspicious activity to financial institutions. Please also review the “Additional Resources” section included with this letter, which outlines other resources you can utilize to protect your information.

For More information.

If you have any questions about the Incident, please call [REDACTED], Monday through Friday, from 8:00 am to 8:00 pm Eastern (excluding some U.S. national holidays).

Sincerely,



Justin Sonfield

¹ Services marked with an “*” require an internet connection and e-mail account and may not be available to minors under the age of eighteen (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.

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 twelve (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.

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 Alabama Residents: You may contact the Attorney General's Office for the State of Alabama, Consumer Protection Division, 501 Washington Avenue, Montgomery, AL 36104, <https://www.alabamaag.gov/generalcontact>, 1-800-392-5658.

For District of Columbia Residents: You may contact the District of Columbia Office of the Attorney General, 400 6th Street NW, Washington, D.C. 20001, consumer.protection@dc.gov, (202) 442-9828.

For Illinois Residents: You may contact the Illinois Office of the Attorney General, 100 West Randolph Street, Chicago, IL 60601, https://illinoisattorneygeneral.gov/about/email_ag.jsp, 1-800-964-3013.

For Iowa Residents: You may contact the Iowa Office of the Attorney General, 1305 E. Walnut Street, Des Moines IA 50319, consumer@ag.iowa.gov, 1-888-777-4590.

For Kansas Residents: You may contact the Kansas Office of the Attorney General, Consumer Protection Division, 120 SW 10th Ave, 2nd Floor, Topeka, KS 66612-1597, <https://ag.ks.gov/>, 1-800-432-2310.

For Kentucky residents: You may contact the Kentucky Office of the Attorney General, Consumer Protection Division, 1024 Capital Center Drive, Suite 200, Frankfort, Kentucky 40601, www.ag.ky.gov, 1-800-804-7556.

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 Minnesota Residents: You may contact the Office of the Minnesota Attorney General, 445 Minnesota St Ste 1400, Saint Paul, MN 55101, www.ag.state.mn.us, 1-800-657-3787.

For Missouri Residents: You may contact the Missouri Office of the Attorney General, Consumer Protection, 207 W. High St., P.O. Box 899, Jefferson City, MO 65102, www.ago.mo.gov, 1-800-392-8222.

For New Mexico Residents: You may contact the New Mexico Office of the Attorney General, Consumer Protection Division, 408 Galisteo Street, Villagra Building, Santa Fe, NM 87501, www.nmag.gov, 1-844-255-9210.

For New York Residents: You may contact the New York Office of the Attorney General, Office of the Attorney General, The Capitol, Albany, NY 12224-0341, <https://ag.ny.gov>, 1-800-771-7755.

For North Carolina Residents: You may contact the North Carolina Office of the Attorney General, Consumer Protection Division, 9001 Main Service Center, Raleigh, NC 27699-9001, www.ncdoj.gov, 1-877-566-7266.

For Rhode Island Residents: You may contact the Rhode Island Office of the Attorney General, Consumer Protection Division, 150 South Main Street, Providence, RI 02903, www.riag.ri.gov, 1-401-274-4400.

For Texas Residents: You may contact the Texas Office of the Attorney General, Office of the Attorney General, PO Box 12548, Austin, TX 78711-2548, www.texasattorneygeneral.gov, 1-800-621-0508.

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 North Carolina Residents: You are advised to report any suspected identity theft to law enforcement or to the North Carolina Attorney General.

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

For Rhode Island residents: Under Rhode Island law, you have the right to obtain any police report filed in regard to this incident.