



**MULLEN
COUGHLIN**
ATTORNEYS AT LAW



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November 8, 2022

BY U.S. MAIL

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

Re: Notice of Data Event

Dear Sir or Madam:

We represent Donlen Corporation, now known as Sellerco Corporation ("Donlen Corporation"), located at 8501 Williams Road, Estero, Florida 33928, and are writing to notify your office at the direction of Mary Kay, Inc. of an event that may affect the security of certain personal information relating to three (3) Maryland residents. The investigation into this matter is ongoing, and this notice reflects the material details learned to date. Please note that Donlen Corporation ceased active operations as of the sale of its fleet management and leasing business on March 30, 2021.

By providing this notice, Donlen Corporation 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 4, 2021, Donlen Corporation observed unusual activity related to the inaccessibility of certain systems within our network. Donlen Corporation quickly began investigating to better understand the nature and scope of this activity. Working with third-party cybersecurity specialists, Donlen Corporation determined that an unknown actor accessed its network between February 24, 2021, and March 4, 2021. Donlen Corporation promptly took steps to contain the threat and enable business operations. Donlen Corporation simultaneously launched a MI investigation designed to understand the nature and scope of what occurred, what information was stored on impacted systems at the time of the event, and to which individuals and customers that information relates. As part of Donlen Corporation's investigation, it identified files and folders within the Donlen Corporation environment that may have been accessed and/or acquired by an unauthorized actor.

In an abundance of caution, Donlen Corporation undertook a very thorough evaluation of the contents of the files to determine what, if any, sensitive information may have been contained within the files. This

exhaustive review involved the manual assessment of thousands of documents. This comprehensive process was completed on April 8, 2022, and Donlen Corporation then undertook another rigorous analysis to confirm to which individuals and customers the information related. Donlen Corporation just recently was able to complete this confirmation process.

The information that could have been subject to unauthorized access includes name and financial account information.

Notice to Maryland Residents

On or about November 8, 2022, Donlen Corporation provided written notice of this event to three (3) Maryland residents at the direction of Mary Kay, Inc. 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, Donlen Corporation moved quickly to investigate and respond to the event, assess the security of Donlen Corporation systems, and identify potentially affected individuals. Further, Donlen Corporation notified Federal law enforcement regarding the event. Donlen Corporation is providing access to credit monitoring services for one year through IDX to individuals whose personal information was potentially affected by this event, at no cost to these individuals.

Additionally, Donlen Corporation is providing impacted individuals with guidance on how to better protect against identity theft and fraud. Donlen Corporation is providing individuals with information on how to place a fraud alert and a credit freeze on their credit files, 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.

Mary Kay, Inc. is providing written notice of this event to relevant state regulators, as necessary.

Contact Information

Should you have any questions regarding this notification or other aspects of the event, please contact us at (267) 930-2303.

Very truly yours,

A handwritten signature in blue ink, appearing to read "Lynda Jensen".

Lynda Jensen of
MULLEN COUGHLIN LLC

LRJ/mah
Enclosure

EXHIBIT A

Donlen Corporation
10300 SW Greenburg Rd. Suite 570
Portland, OR 97223

To Enroll, Please Call:
1-833-875-0837
Or Visit:
[https://app.idx.us/account-
creation/protect](https://app.idx.us/account-creation/protect)
Enrollment Code: [XXXXXXXXXX]

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

November 8, 2022

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

Donlen Corporation, now known as Sellerco Corporation (“Donlen Corporation”), writes to inform you of a data security event that may involve your personal information. You are receiving this letter in connection with you or Mary Kay, Inc. providing us certain of your information as needed for Mary Kay, Inc. to receive fleet management services from Donlen Corporation. Donlen Corporation is providing this notice to you at the direction of of Mary Kay, Inc. This notice provides information about the event, our response, and resources available to you to help protect your information, should you feel it necessary to do so.

What Happened? On or about March 4, 2021, we observed unusual activity related to the inaccessibility of certain systems within our network. We quickly began investigating to understand the nature and scope of this activity. Working with third-party cybersecurity specialists, we determined that an unknown actor accessed our network between February 24, 2021, and March 4, 2021. We promptly took steps to contain the threat and enable business operations. We simultaneously launched a full investigation designed to understand what information was stored on impacted systems at the time of the event, and to which individuals and customers that information relates. As part of our investigation, we identified a limited number of files and folders within our environment that may have been accessed and/or acquired by an unauthorized actor.

We undertook a thorough review of the contents of the files to determine what, if any, sensitive information may have been contained within the files. This process was completed on April 8, 2022, and we then worked to confirm which customers the information related. We recently completed this confirmation process.

What Information Was Involved? The information in the files that may have been accessed or acquired includes your name, <<data elements>>.

What We Are Doing. Our response included resetting relevant account passwords, reviewing the contents of the impacted systems to determine whether they contained personal information, and reviewing internal systems to identify contact information for purposes of providing notice to potentially affected individuals.

We are offering you access to complimentary credit monitoring and identity protection services for <<12/24>> months through IDX. 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. We encourage you to remain vigilant against incidents of identity theft and fraud by reviewing your account statements and monitoring your free 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. Although we will cover the cost of these services, we are unable to enroll on your behalf, and you will need to complete the activation process.

For More Information. We understand that you may have questions about this event that are not addressed in this letter. If you have additional questions, please call 1-833-875-0837. IDX representatives are available Monday through Friday from 8 am - 8 pm Central Time.

Sincerely,

Donlen Corporation, now known as Sellerco Corporation

STEPS YOU CAN TAKE TO HELP PROTECT PERSONAL INFORMATION

Enroll in Credit Monitoring and Identity Restoration

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 February 8, 2023.
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 1-833-875-0837 to gain additional information about this event and speak with knowledgeable representatives about the appropriate steps to take to protect your credit 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 one-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 credit 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 fraud alert or 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
1-888-298-0045	1-888-397-3742	1-833-395-6938
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 19016
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 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. Donlen Corporation, now known as Sellerco Corporation, is located at 8501 Williams Road, Estero, Florida 33928.

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/>.

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 Rhode Island residents, the Rhode Island Attorney General may be reached at: 150 South Main Street, Providence, RI 02903; 1-401-274-4400; and www.riag.ri.gov. Under Rhode Island law, you have the right to obtain any police report filed in regard to this event. There is 1 Rhode Island resident impacted by this event.

