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File No.: 05670002

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Via Email: ldtheft@oag.state.md.us

December 9, 2022

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

ATTN: Attorney General Brian Frosh

Dear Sir/Madam

Re: Notice of Data Breach

We are writing on behalf of our client, Special Buys Clothing Inc. DBA Bargain Balloons ("SBCI"), based in Mississauga, Ontario, Canada, to notify your office of a data breach that was discovered on November 7th, 2022. The data breach affected one hundred and fifty (150) Maryland residents.

In October 2022, SBCI was informed by a customer that a credit card used on the Company's website was later used/attempted to be used in a fraudulent manner. In response, SBCI rapidly began an investigation and hired a leading firm of forensic IT experts.

On November 7th, 2022, SBCI discovered that a snippet of malicious code had been inserted onto the Company's website by a threat actor. The code skimmed customer information on the website's checkout page. Website logs revealed that the threat actor may have accessed the customer data harvested by the code between September 27th, 2022 and November 6th, 2022.

With the assistance of its forensic IT experts, SBCI removed the malicious code from the Company's website on November 7th, 2022, and performed a thorough scan of the Company's website to ensure that no residual threat remained. All harvested data was taken offline.

The compromised customer data included information customers entered onto the Company's checkout page, including different combinations of customers: first name, last name, mailing address, billing address, email address, phone number, and credit card information.

Following the identification of the data breach, SBCI fortified its networks and upgraded security by: (i) locking down access; (ii) adding security protocols; (iii) replacing passwords; (iv) segregating information systems; (v) adding additional security monitoring software; and (vi) completing other activities to ensure the safety of customers.

In addition, SBCI is undertaking several measures to protect and mitigate threats for affected individuals, including performing a dark web search; contacting relevant payment gateways to report on the data breach; reporting to local police and regulatory authorities in applicable jurisdictions; notifying affected individuals; and offering free credit monitoring services to affected individuals.

SBCI will notify affected individuals directly via email commencing on December 12th, 2022.

SBCI will also provide further assistance to affected individuals through their telephone, live chat and email customer service support lines.

If you require further information, please do not hesitate to contact me.

Yours sincerely,

A handwritten signature in blue ink, appearing to read 'Jennifer Davidson', with a stylized flourish at the end.

Jennifer Davidson
Partner, Deeth Williams Wall LLP

on behalf of Special Buys Clothing Inc. DBA Bargain Balloons

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Via Email: ldtheft@oag.state.md.us

January 19, 2023

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

ATTN: Attorney General Brian Frosh

Counsel:

Richard Austin

Gary Daniel

Elisabeth Symons

Nicholas J. Whalen **

Dear Sir/Madam

Re: Updated Notice of Data Breach

We are writing on behalf of our client, Special Buys Clothing Inc. DBA Bargain Balloons ("SBCI"), based in Mississauga, Ontario, Canada, to notify your office of a data breach. The data breach affected 101 Maryland residents.

This notification serves as an addendum to a previous breach notification that SBCI sent to your office via email on December 9th, 2022, notifying of a data breach that was discovered on November 7th, 2022.

On January 16, 2023, SBCI's forensic team found that the investigation conducted on the November 7th, 2022, security incident failed to identify that the operating systems of both servers had been compromised. As a result, in late November, the web server that processed sensitive data was once again compromised through lateral movement from the database server. The threat actor resumed activities and cardholder data was skimmed until December 28th, 2022, which SBCI has noted as the updated end date of the breach.

In total, 251 Maryland residents were affected.

SBCI will notify all affected individuals directly and offer free credit monitoring to individuals affected under the updated breach period.

SBCI has rebuilt both servers and relaunched the website without a direct payment option. SBCI is building a new website and will not resume direct payment activities until a new, more secure site, which takes all payment processing to secure third-party vendor sites, can be launched.

If you require further information, please do not hesitate to contact me.

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January 19, 2023

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Yours sincerely,

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Jennifer Davidson
Partner, Deeth Williams Wall LLP

on behalf of Special Buys Clothing Inc. DBA Bargain Balloons