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December 9, 2022

VIA EMAIL

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

Dear Sir or Madam:

On behalf of our client Natural Wellness ("Natural Wellness"), and pursuant to the Personal Information Protection Act ("PIPA"), this letter provides notice of a recent data security incident. By providing this notice, Natural Wellness does not waive any rights or defenses regarding the applicability of Maryland law or personal jurisdiction.

In July of 2022, Natural Wellness became aware of a security incident suffered by their vendor, Freestyle Solutions between September 18, 2020, and February 3, 2022. The personal information identified as subject to the incident was limited to name, address, and financial card information, including payment card number, expiration date, security code, and transaction details.

After becoming aware of the issue, Freestyle Solutions advised that it took steps to identify and remove the malware and block further unauthorized activity. Since being provided a list of the impacted transactions in July 2022, Natural Wellness has worked with data security and privacy professionals to provide notice and report to the appropriate regulators as required.

A total of 7,664 individuals, including 443 Maryland residents, may have been affected by this incident. Individual notice to these 443 Maryland residents was provided today, December 9, 2022. A copy of the notice to individuals is attached for your review.

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

Sincerely,

A handwritten signature in black ink, appearing to read "D. Greene".

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

Encl.

[REDACTED]
[REDACTED]
Dear [REDACTED]

We are writing to advise you that we recently became aware of a data security incident suffered by our third-party service provider, Freestyle Solutions (the "Incident"). Freestyle Solutions provides the shopping cart and payment processing functionality for our websites. We are writing to let you know how this Incident may have affected your personal information ("Information") and, as a precaution, to provide steps you can take to help protect your Information.

What Happened?

In July of 2022, we at Natural Wellness were provided a list of individuals' information whose data was potentially available during an Incident suffered by our vendor Freestyle Solutions. Following an investigation performed by Freestyle, we were informed the Incident involved the unauthorized access and acquisition of payment card information for individuals who used a card on our site between September 18, 2020, and February 3, 2022, which may have included your Information. We worked with national data security professionals to assist in providing this notification and reporting to the appropriate regulators as required.

What Information Was Involved?

We learned a limited number of individual's financial card information, including payment card number, expiration date, security code, and transaction details (such as product type, price, and quantity) in combination with their name and address may have been impacted.

What We Are Doing.

We worked with a leading data security professionals to aid in our investigation, response, and notification of the individuals that may have been impacted by this Incident. We will also report this Incident to relevant state authorities.

What You Can Do.

It is always recommended that you regularly review account statements and report any suspicious activity to financial institutions. Please also review the enclosed "Additional Resources" section included with this letter, which describes additional steps you can take to help protect your Information.

For More Information.

If you have any questions about the Incident, please call [REDACTED], Monday through Friday, from 9:00 a.m. to 9:00 p.m. Eastern (excluding some U.S. national holidays).

Sincerely,

Ronald DeMara
President
Natural Wellness

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 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 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.