



MULLEN
COUGHLIN^{LLC}
ATTORNEYS AT LAW

Jeffrey J. Boogay
Office: (267) 930-4784
Fax: (267) 930-4771
Email: jboogay@mullen.law

426 W. Lancaster Avenue, Suite 200
Devon, PA 19333

December 12, 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 Sophia Institute Press (“Sophia Institute”) located at P.O. Box 5284, Manchester, NH 03108, and are writing to notify your office of an incident that may affect the security of certain personal information relating to five hundred three (503) Maryland residents. By providing this notice, Sophia Institute 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 March 17, 2022, Sophia Institute was notified of suspicious activity on its e-commerce websites, www.sophiainstitute.com and www.sophiainstituteforteachers.org. Sophia Institute began working with third-party forensic specialists to determine what happened and what information may have been affected. Sophia Institute also took steps to implement additional procedures to further protect the security of customer debit and credit card information on its websites.

On September 30, 2022, the investigation determined that Sophia Institute was the victim a cyber-attack that may have resulted in a compromise of some of its customers’ payment cards used to make purchases on its e-commerce websites between November 26, 2021 and July 23, 2022. Once the investigation confirmed the dates of compromise, Sophia Institute took steps to identify and notify potentially impacted customers who made purchases during this time period. This process

completed on November 22, 2022 and Sophia Institute moved quickly to notify impacted individuals.

The information that could have been subject to unauthorized access includes name, credit or debit card number, expiration date, and CVV.

Notice to Maryland Residents

On or about December 12, 2022, Sophia Institute provided written notice of this incident to five hundred three (503) 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, Sophia Institute moved quickly to investigate and respond to the incident, assess the security of Sophia Institute systems, and identify potentially affected individuals. Further, Sophia Institute notified federal law enforcement regarding the event. Sophia Institute is also working to implement additional safeguards and training to its employees.

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

Sophia Institute is providing written notice of this incident to relevant state regulators, as necessary, and to the three major credit reporting agencies, Equifax, Experian, and TransUnion.

Contact Information

Should you have any questions regarding this notification or other aspects of the data security event, please contact us at (267) 930-4784.

Very truly yours,

Jeffrey J. Boogay of
MULLEN COUGHLIN LLC

JJB/jc2
Enclosure

EXHIBIT A

SOPHIA

INSTITUTE PRESS

Return Mail Processing Center
P.O. Box 6336
Portland, OR 97228-6336

<<Mail ID>>
<<Name 1>>
<<Name 2>>
<<Address 1>>
<<Address 2>>
<<Address 3>>
<<Address 4>>
<<Address 5>>
<<City>><<State>><<Zip>>
<<Country>>

<<Date>>

NOTICE OF <<VARIABLE HEADER>>

Dear <<Name 1>>,

Sophia Institute is writing to notify you of an incident that may affect the security of your payment card information. Sophia Institute takes this incident very seriously and is providing you with details about the incident, our response, and steps you can take to better protect your payment card information, should you feel it appropriate to do so.

What Happened? On March 17, 2022, Sophia Institute was notified of suspicious activity on our e-commerce websites, www.sophiainstitute.com and www.SophiaInstituteforTeachers.org. Sophia Institute began working with third-party forensic specialists to determine what happened and what information may have been affected. Sophia Institute also took steps to implement additional procedures to further protect the security of customer debit and credit card information on our websites.

On September 30, 2022, the investigation determined that Sophia Institute was the victim a cyber-attack that may have resulted in a compromise of some of our customers' payment cards used to make purchases on our e-commerce websites between November 26, 2021 and July 23, 2022. Once the investigation confirmed the dates of compromise, Sophia Institute took steps to identify and notify potentially impacted customers who made purchases during this time period. This process completed on November 22, 2022 and Sophia Institute moved quickly to notify impacted individuals.

What Information Was Involved? Through the third-party forensic investigation, we confirmed that malware may have stolen credit or debit card data from some credit and debit cards used on our websites, www.sophiainstitute.com and www.SophiaInstituteforTeachers.org, between November 26, 2021 and July 23, 2022. The information at risk as a result of the event includes the cardholder's name, address, credit card number, expiration date, and CVV.

What We Are Doing. Sophia Institute takes the security of your personal information seriously. We have been working with a third-party computer forensic investigation firm and took steps to ensure that payment card transactions were secure. We are also working to improve security protocols already in place to continue to protect against potential unauthorized activity. Sophia Institute also notified the major payment card brands and its card processor of the incident and the steps taken to return to processing payment card transactions securely. Sophia Institute also notified state regulators, as required.

What You Can Do. 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 and to detect errors. You can review the enclosed *Steps You Can Take to Help Protect Your Information* to learn helpful tips on steps you can take to protect against possible information misuse, should you feel it appropriate to do so.

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, or need assistance, please call our dedicated assistance line at 877-328-2146, available Monday through Friday, from 8:00 a.m. to 8:00 p.m. Central Time (excluding U.S. holidays). You may also write to Sophia Institute at PO Box 5284, Manchester, NH 03108.

Sophia Institute takes the privacy and security of the information in our care seriously. We sincerely regret any inconvenience or concern this incident may cause you.

Sincerely,

A handwritten signature in black ink, appearing to read "Charlie McKinney". The signature is fluid and cursive, with a long horizontal stroke at the end.

Charlie McKinney
President
Sophia Institute Press

STEPS YOU CAN TAKE TO HELP PROTECT YOUR INFORMATION

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 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 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 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.

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; www.riag.ri.gov; and 1-401-274-4400. Under Rhode Island law, you have the right to obtain any police report filed in regard to this incident. There are <<RI Count>> Rhode Island residents impacted by this incident.