



Kris Kleiner
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Via E-Mail to: ldtheft@oag.state.md.us

January 31, 2023

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

Re: Legal Notice of Information Security Incident

Dear Sir or Madam:

I write on behalf of our client SevenRooms, Inc. ("SevenRooms"), in its capacity as a vendor to MGM Resorts International ("MGM Resorts") and on behalf of MGM Resorts, to inform you of a security incident involving personal information about certain MGM Resorts customers that affected approximately twenty-six Maryland residents. SevenRooms is a hospitality services vendor that provides a software platform used for guest engagement and retention.

SevenRooms recently discovered that, from December 11 to December 15, 2022, an unauthorized individual was able to gain access to a third-party file transfer system used to share reservation information with SevenRooms. The relevant system contained reservation files and information with personal information about certain MGM Resorts customers. Although the personal information included within the affected files varies by individual, the information may have included names, email addresses, payment card information, telephone numbers, and health and allergy information. MGM Resorts systems were not accessed or affected as a result of this incident. Accordingly, SevenRooms is providing notice to affected individuals and to your office.

SevenRooms takes the privacy of personal information seriously and deeply regrets that this incident occurred. Upon learning of the incident, SevenRooms promptly took steps to address the situation, including engaging outside forensic experts to assist SevenRooms in investigating and remediating the situation. SevenRooms also contacted law enforcement and will continue to cooperate in their investigation of this incident.

Affected individuals are being notified beginning on or about February 1, 2023. A template of the notice being sent to the affected Maryland residents is included for your reference. If you have any questions or need further information regarding this incident, please contact me at (720) 566-4058 or kkleiner@cooley.com.

Sincerely,

Kristopher Kleiner

Enclosure

SEVENROOMS

Return Mail Processing
PO Box 999
Suwanee, GA 30024

1 1 274 *****SNGLP

SAMPLE A. SAMPLE - L02

APT ABC

123 ANY ST

ANYTOWN, US 12345-6789



February 1, 2023

NOTICE OF DATA BREACH

Dear Sample A. Sample:

SevenRooms, Inc. (“SevenRooms”) is writing to inform you of a security incident that involves certain personal information you provided to MGM Resorts International (“MGM Resorts”). SevenRooms, a vendor that provides a software platform for guest engagement and retention, is providing this notice to inform affected individuals about the incident and to call your attention to some steps you can take to help protect yourself. We sincerely regret any concern this may cause you.

What Happened?

As outlined above, SevenRooms provides software used by companies in the hospitality industry to allow guests to make reservations and facilitate other guest experiences. On December 15, 2022, SevenRooms discovered that, from December 11 to December 15, 2022, an unauthorized individual was able to gain access to a third-party file transfer system used to share reservation information with SevenRooms. MGM Resorts systems were not accessed or affected as a result of this incident.

What Information Was Involved?

The personal information included in the reservation information varies by individual, and may include names, email addresses, telephone numbers, and payment card information about certain guests. Please note that this incident *did not* include other more sensitive personal information about you, such as your Social Security number, because this type of information about you is not stored in the third-party file transfer system that was affected by the incident. Based on the investigation, it appears you were one of the individuals whose information was affected by this incident. Please note that the investigation has not found any evidence that this incident involves any unauthorized access to or use of any of SevenRooms internal computer systems or network. Please note, at this time, we are not aware of any fraud involving your information as a result of this incident.

What We Are Doing

SevenRooms takes the privacy of personal information seriously and deeply regrets that this incident occurred. We took steps to address this incident promptly after it was discovered, including initiating an internal investigation into this incident and retaining an independent forensic investigation firm to

assist us in our investigation of and response to this incident. In addition, we have notified law enforcement and will assist them in their investigation.

To help protect your identity, we are offering 12 months of complimentary identity protection services through Experian. For more information about these services and instructions on completing the enrollment process, please refer to the enrollment instructions included with this letter.

What You Can Do

Although your Social Security number was not at risk in this incident, and although we are not aware of any fraud arising out of this incident, we want to make you aware of steps that you may wish to take as a precaution. As a general practice, we recommend that you periodically check your credit reports for accounts you did not open or for inquiries from creditors you did not initiate. If you see anything you do not understand, call the consumer reporting agency immediately. You should also review bank account and credit and debit card account statements periodically for unusual activity. If you see anything you do not recognize, you should immediately notify the financial institution as well as the proper law enforcement authorities. As an additional precaution, we are providing information and resources to help individuals protect their identities. This includes an “Information About Identity Theft Protection” reference guide, enclosed here, which describes additional steps you may take to help protect yourself, including recommendations from the Federal Trade Commission regarding identity theft protection.

As outlined above, we are offering 12 months of identity theft protection and credit monitoring services at no charge to you. For more information about these services and instructions on completing the enrollment process, please refer to the “Information about Identity Theft Protection” reference guide attached to this letter. Note that you must complete the enrollment process by April 30, 2023.

For More Information

For more information about this incident, or if you have additional questions or concerns, you may contact our dedicated call center at **(833) 671-0406**, toll-free Monday through Friday from 9 am – 11 pm Eastern, or Saturday and Sunday from 11 am – 8 pm Eastern (excluding major U.S. holidays). Please be prepared to provide your engagement number **B084533**. Again, we sincerely regret any concern this incident may cause.

Sincerely,

A handwritten signature in black ink, appearing to be 'L.R.', written in a cursive style.

Information about Identity Theft Protection

To help protect your identity, we are offering complimentary access to Experian IdentityWorksSM for 12 months.

If you believe there was fraudulent use of your information as a result of this incident and would like to discuss how you may be able to resolve those issues, please reach out to an Experian agent. If, after discussing your situation with an agent, it is determined that identity restoration support is needed then an Experian Identity Restoration agent is available to work with you to investigate and resolve each incident of fraud that occurred from the date of the incident (including, as appropriate, helping you with contacting credit grantors to dispute charges and close accounts; assisting you in placing a freeze on your credit file with the three major credit bureaus; and assisting you with contacting government agencies to help restore your identity to its proper condition).

Please note that Identity Restoration is available to you for 12 months from the date of this letter and does not require any action on your part at this time. The Terms and Conditions for this offer are located at www.ExperianIDWorks.com/restoration.

While identity restoration assistance is immediately available to you, we also encourage you to activate the fraud detection tools available through Experian IdentityWorks as a complimentary 12-month membership. This product provides you with superior identity detection and resolution of identity theft. To start monitoring your personal information, please follow the steps below:

- Ensure that you **enroll by April 30, 2023** (Your code will not work after this date.)
- **Visit** the Experian IdentityWorks website to enroll: www.experianidworks.com/credit
- Provide your **activation code: ABCDEFGHI**

If you have questions about the product, need assistance with Identity Restoration that arose as a result of this incident, or would like an alternative to enrolling in Experian IdentityWorks online, please contact Experian's customer care team at **(833) 671-0406** by April 30, 2023. Be prepared to provide engagement number **B084533** as proof of eligibility for the Identity Restoration services by Experian.

ADDITIONAL DETAILS REGARDING YOUR 12-MONTH EXPERIAN IDENTITYWORKS MEMBERSHIP

A credit card is not required for enrollment in Experian IdentityWorks. You can contact Experian immediately regarding any fraud issues, and have access to the following features once you enroll in Experian IdentityWorks:

- **Experian credit report at signup:** See what information is associated with your credit file. Daily credit reports are available for online members only.*
- **Credit Monitoring:** Actively monitors Experian file for indicators of fraud.
- **Identity Restoration:** Identity Restoration specialists are immediately available to help you address credit and non-credit related fraud.
- **Experian IdentityWorks ExtendCARETM:** You receive the same high-level of Identity Restoration support even after your Experian IdentityWorks membership has expired.
- **\$1 Million Identity Theft Insurance^{**}:** Provides coverage for certain costs and unauthorized electronic fund transfers.

* Offline members will be eligible to call for additional reports quarterly after enrolling.

** The Identity Theft Insurance is underwritten and administered by American Bankers Insurance Company of Florida, an Assurant company. Please refer to the actual policies for terms, conditions, and exclusions of coverage. Coverage may not be available in all jurisdictions.

Review Accounts and Credit Reports: You can regularly review statements from your accounts and periodically obtain your credit report from one or more of the nationwide consumer reporting agencies. You may obtain a free copy of your credit report online at www.annualcreditreport.com, by calling toll-free 1-877-322-8228, or by mailing an Annual Credit Report Request Form (available at www.annualcreditreport.com) to: Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA, 30348-5281. You may also purchase a copy of your credit report by contacting one or more of the three nationwide consumer reporting agencies listed at the bottom of this page.

You should remain vigilant with respect to reviewing your account statements and credit reports, and you should promptly report any suspicious activity or suspected identity theft to the proper law enforcement authorities, including local law enforcement, your state's attorney general, and/or the Federal Trade Commission ("FTC"). You may contact the FTC or your state's regulatory authority to obtain additional information about avoiding and protection against identity theft: Federal Trade Commission, Consumer Response Center 600 Pennsylvania Avenue, NW, Washington, DC 20580, 1-877-IDTHEFT (438-4338), www.ftc.gov/idtheft.

For residents of Maryland: You may also obtain information about preventing and avoiding identity theft from the Maryland Office of the Attorney General: Maryland Office of the Attorney General, Consumer Protection Division, 200 St. Paul Place, Baltimore, MD 21202, 1-888-743-0023, www.oag.state.md.us.

For residents of New York: You may also obtain information about preventing and avoiding identity theft from the New York Attorney General's Office: Office of the Attorney General, The Capitol, Albany, NY 12224-0341, 1-800-771-7755, <https://ag.ny.gov/internet/privacy-and-identity-theft>.

Security Freezes and Fraud Alerts: You have a right to place a security freeze on your credit report, which will prohibit a consumer reporting agency from releasing information in your credit report without your express authorization. The security 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 security 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.

A security freeze does not apply to a person or entity, or its affiliates, or collection agencies acting on behalf of the person or entity, with which you have an existing account that requests information in your credit report for the purposes of reviewing or collecting the account. Reviewing the account includes activities related to account maintenance, monitoring, credit line increases, and account upgrades and enhancements. Please contact the three major consumer reporting agencies as specified below to find out more information about placing a security freeze on your credit report.

As an alternative to a security freeze, you have the right to place an initial or extended fraud alert on your credit file at no cost. An initial fraud alert is a 1-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 7 years. You can place a fraud alert on your credit report by contacting any of the three nationwide consumer reporting agencies at the addresses or toll-free numbers listed at the bottom of this page.

You can obtain more information about fraud alerts and credit freezes by contacting the FTC or one of the nationwide consumer reporting agencies listed below.

Nationwide Consumer Reporting Agencies Contact Information

Equifax (www.equifax.com)

General Contact:

P.O. Box 740241, Atlanta, GA 30374
800-685-1111

Fraud Alerts and Security Freezes:

P.O. Box 740256, Atlanta, GA 30374

Experian (www.experian.com)

General Contact:

P.O. Box 2104, Allen, TX 75013
888-397-3742

Fraud Alerts and Security Freezes:

P.O. Box 9556, Allen, TX 75013

TransUnion (www.transunion.com)

General Contact, Fraud Alerts and Security Freezes:

P.O. Box 2000, Chester, PA 19022
800-916-8800