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FILE NO: 052059.0000045

February 3, 2023

Via Email (idtheft@oag.state.md.us)

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

To Whom It May Concern:

In accordance with Md. Code Ann., Com. Law § 14-3504, I am writing on behalf of TracFone Wireless, Inc. ("TracFone" or the "Company") to notify you regarding the nature and circumstances of a recent information security issue. In early January, the Company identified anomalous activity on TracFone-affiliated websites. The Company quickly launched an investigation and determined that a third party gained access to information relating to certain customers' services.

Promptly after becoming aware of the issue, TracFone worked diligently to understand the nature and scope of the incident and identify affected individuals. The Company also took steps to block the unauthorized access and further protect its systems.

The personal information acquired by the unauthorized party may have included name, telephone number, billing address, email address, price plans and other service-related information, and payment card number and expiration date. TracFone has arranged to provide affected individuals with two years of credit monitoring and identity protection services at no cost to them.

The Company is notifying approximately 4 Maryland residents whose personal information was affected by this issue. Enclosed for your reference is a copy of the notice being sent to the affected individuals.

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Please do not hesitate to contact me if you have any questions.

Very truly yours,

Brittany Bacon

Brittany Bacon

Enclosure

Notice of Data Breach

Dear **[First Name] [Last Name]**,

[Insert company name] works hard to protect our customers' information and keep customers informed about issues related to their accounts. We are writing to notify you about an incident that involved your personal information. Below is information about what happened, what **[company name]** did in response, and what steps you can take to further protect your information.

What Happened?

In early January, we identified anomalous activity on a **[company name]** website. We quickly launched an investigation and determined that a third party gained access to information relating to certain **[company name]** customers' services.

What Information Was Involved?

Depending on what information you provided to us, the information accessed by the unauthorized party may have included your name, telephone number, billing address, price plans, email address, and other service-related information, payment card number and expiration date.

What We Are Doing

After becoming aware of the issue, **[company name]** promptly launched an extensive investigation to determine the timeframe of exposure and identify impacted customers. We also took steps to block the unauthorized access and further protect our systems.

What You Can Do

Credit Monitoring

As part of our efforts to assist you, we have retained Experian, a specialist in identity theft protection, to provide you with two years of credit monitoring and identity theft services, at no cost to you. You can enroll in the program by following the directions below.

- Ensure that you enroll by April 30, 2023. (Your code will not work after this date.)
- Visit the Experian IdentityWorks website (https://www.experianidworks.com/3bplus) to enroll. If you have any questions, you can contact Experian at 1-877-890-9332.
- Provide the following activation code: **[Activation Code]**
- Remember your engagement number: B084433

Please keep this letter; you will need the personal activation code above in order to register for services.

Please also consider the following recommendations:

- Review Your Account Statements. We encourage you to remain vigilant by reviewing your account statements. If you believe there is an unauthorized charge on your card, please contact your financial institution or card issuer immediately. The payment card brands' policies provide that cardholders have zero liability for unauthorized charges that are reported in a timely manner. Please contact your card brand or issuing bank for more information about the policy that applies to you.

- Order a Credit Report. You are entitled under U.S. law to one free credit report annually from each of the three nationwide consumer reporting agencies. To order your free credit report, visit www.annualcreditreport.com or call toll-free at 1-877-322-8228. You can also contact the consumer reporting agencies at:

- Review the Reference Guide. The attached Reference Guide provides additional recommendations on the protection of personal information.

For More Information

If you have any questions about this issue, please call 1-888-805-5895 from 9:00 am to 6:00 pm EST.

We hope this information is useful to you, and we sincerely regret any inconvenience or concern this may cause our customers.

Sincerely,

[Insert signatory]

Reference Guide

We encourage affected customers to consider taking the following steps:

<u>Order A Free Credit Report.</u> To order your free credit report, visit www.annualcreditreport.com, call toll-free at 1-877-322-8228, or complete the Annual Credit Report Request Form on the U.S. Federal Trade Commission's ("FTC's") website at www.consumer.ftc.gov and mail it to Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348-5281. The three nationwide consumer reporting agencies provide free annual credit reports only through the website, toll-free number or request form.

When you receive your credit report, review it carefully. Look for accounts you did not open. Look in the "inquiries" section for names of creditors from whom you have not requested credit. Some companies bill under names other than their store or commercial names. The consumer reporting agency will be able to tell you when that is the case. Look in the "personal information" section for any inaccuracies in your information (such as home address and Social Security number). If you see anything you do not understand, call the consumer reporting agency at the telephone number on the report. Errors in this information may be a warning sign of possible identity theft. You should notify the consumer reporting agencies of any inaccuracies in your report, whether due to error or fraud, as soon as possible so the information can be investigated and, if found to be in error, corrected. If there are accounts or charges you did not authorize, immediately notify the appropriate consumer reporting agency by telephone and in writing. Consumer reporting agency staff will review your report with you. If the information cannot be explained, then you will need to call the creditors involved. Information that cannot be explained also should be reported to your local police or sheriff's office because it may signal criminal activity.

<u>Report Incidents.</u> If you detect any unauthorized transactions in a financial account, promptly notify your payment card company or financial institution. If you detect any incident of identity theft or fraud, promptly report the incident to law enforcement, the FTC and your state Attorney General. If you believe your identity has been stolen, the FTC recommends that you take these steps:

- Close the accounts that you have confirmed or believe have been tampered with or opened fraudulently. For streamlined checklists and sample letters to help guide you through the recovery process, please visit https://www.identitytheft.gov/.
- File a local police report. Obtain a copy of the police report and submit it to your creditors and any others that may require proof of the identity theft crime.

You can contact the FTC to learn more about how to protect yourself from becoming a victim of identity theft and how to repair identity theft:

Federal Trade Commission
Consumer Response Center
600 Pennsylvania Avenue, NW
Washington, DC 20580
1-877-IDTHEFT (438-4338)

www.ftc.gov/idtheft/

<u>Consider Placing a Fraud Alert on Your Credit File.</u> To protect yourself from possible identity theft, consider placing a fraud alert on your credit file. A fraud alert helps protect you against the possibility of an identity thief opening new credit accounts in your name. When a merchant checks the credit history of someone applying for credit, the merchant gets a notice that the applicant may be the victim of identity theft. The alert notifies the merchant to take steps to verify the identity of the applicant. You can place a fraud alert on your credit report by calling any one of the toll-free numbers provided below. You will reach an automated telephone system that allows you to flag your file with a fraud alert at all three consumer reporting agencies. For more information on fraud alerts, you also may contact the FTC as described above.

Equifax	Equifax Information Services LLC P.O. Box 740241 Atlanta, GA 30374	1-800-525-6285	www.equifax.com
Experian	Experian Inc. P.O. Box 9554 Allen, TX 75013	1-888-397-3742	www.experian.com
TransUnion	TransUnion LLC P.O. Box 2000 Chester, PA 19016	1-800-680-7289	www.transunion.com

<u>Consider Placing a Security Freeze on Your Credit File.</u> You may wish to place a "security freeze" (also known as a "credit freeze") on your credit file. A security freeze is designed to prevent potential creditors from accessing your credit file at the consumer reporting agencies without your consent. *Unlike a fraud alert, you must place a security freeze on your credit file at each consumer reporting agency individually*. There is no charge to place or lift a security freeze. For more information on security freezes, you may contact the three nationwide consumer reporting agencies or the FTC as described above. As the instructions for establishing a security freeze differ from state to state, please contact the three nationwide consumer reporting agencies to find out more information.

The consumer reporting agencies may require proper identification prior to honoring your request. For example, you may be asked to provide:

- Your full name with middle initial and generation (such as Jr., Sr., II, III)
- Your Social Security number
- Your date of birth
- Addresses where you have lived over the past five years
- A legible copy of a government-issued identification card (such as a state driver's license or military ID card)

- Proof of your current residential address (such as a current utility bill or account statement)

For Iowa Residents. You may contact law enforcement or the Iowa Attorney General's Office to report suspected incidents of identity theft. This office can be reached at:

Office of the Attorney General of Iowa
Hoover State Office Building
1305 E. Walnut Street
Des Moines, IA 50319
(515) 281-5164
www.iowaattorneygeneral.gov

For Maryland Residents. You can obtain information from the Maryland Office of the Attorney General about steps you can take to avoid identity theft. You may contact the Maryland Attorney General at:

Maryland Office of the Attorney General
Consumer Protection Division
200 St. Paul Place
Baltimore, MD 21202
1-888-743-0023 (toll-free in Maryland)
(410) 576-6300
www.marylandattorneygeneral.gov

For Massachusetts Residents. You have the right to obtain a police report and request a security freeze as described above. The consumer reporting agencies may require that you provide certain personal information (such as your name, Social Security number, date of birth, and address) and proper identification (such as a copy of a government-issued ID card and a bill or statement) prior to honoring your request to place a security freeze on your account.

For New York Residents. You can obtain information from the New York State Office of the Attorney General about how to protect yourself from identity theft and tips on how to protect your privacy online. You can contact the New York State Office of the Attorney General at:

Office of the Attorney General
The Capitol
Albany, NY 12224-0341
1-800-771-7755 (toll-free)
1-800-788-9898 (TDD/TTY toll-free line)
https://ag.ny.gov/

Bureau of Internet and Technology (BIT)
28 Liberty Street
New York, NY 10005

Phone: (212) 416-8433
https://ag.ny.gov/internet/resource-center

For North Carolina Residents. You can obtain information from the North Carolina Attorney General's Office about preventing identity theft. You can contact the North Carolina Attorney General at:

North Carolina Attorney General's Office
9001 Mail Service Center
Raleigh, NC 27699-9001
1-877-566-7226 (toll-free in North Carolina)
(919) 716-6400
www.ncdog.gov

For Oregon Residents. We encourage you to report suspected identity theft to the Oregon Attorney General at:

Oregon Department of Justice
1162 Court Street NE
Salem, OR 97301-4096
1-877-877-9392 (toll-free in Oregon)
(503) 378-4400
www.doj.state.or.us