



MULLEN
COUGHLIN^{LLC}
ATTORNEYS AT LAW

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April 10, 2023

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 Kendall Hunt Publishing Company (“Kendall Hunt”) located at 4050 Westmark Drive, P.O. Box 1840, Dubuque, IA, 52002, and we write to notify your office of an event that may affect the security of certain personal information relating to approximately one (1) Maryland residents. This notice may be supplemented if significant new facts are learned subsequent to its submission. By providing this notice, Kendall Hunt 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

Kendall Hunt recently concluded its investigation into a January 2023 data security event involving unauthorized access to a limited subset of data stored within its computer systems. Upon learning of the event, Kendall Hunt immediately worked to secure its systems and, with the assistance of third-party cybersecurity and digital forensic specialists, commenced an investigation to confirm the nature and scope of the activity. Kendall Hunt also promptly notified federal law enforcement. The investigation determined that Kendall Hunt was the victim of a sophisticated cyberattack and on or before January 20, 2023, an unauthorized actor accessed and downloaded a limited amount of data stored on Kendall Hunt’s systems. A thorough review of the affected data was subsequently performed to determine whether it contained any sensitive information and to identify potentially affected individuals. This review recently concluded.

The information that could have been subject to unauthorized access for the Maryland resident includes name and Social Security number.

Notice to the Maryland Resident

On March 17, 2023, Kendall Hunt provided preliminary notice of this event to employees while its investigation was ongoing. On April 10, 2023, Kendall Hunt continued providing written notice of this event to affected individuals, including approximately one (1) Maryland resident. 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 becoming aware of the event, Kendall Hunt moved quickly to investigate and respond, assess the security of its systems, and identify potentially affected individuals. Further, Kendall Hunt reported the event to federal law enforcement. Kendall Hunt is also working to implement additional technical and administrative safeguards, as well as training to its employees. Kendall Hunt is providing access to credit monitoring and identity restoration services for two (2) years, through Experian, to individuals whose personal information was potentially affected by this event, at no cost to these individuals.

Additionally, Kendall Hunt is providing impacted individuals with guidance on how to better protect against identity theft and fraud, including advising individuals to report any suspected incidents of identity theft or fraud to their credit card company and/or bank. Kendall Hunt 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. Kendall Hunt is providing written notice of this event to appropriate state regulators.

Contact Information

Should you have any questions regarding this notification or other aspects of the data security event, please contact us at (267) 930-4802.

Very truly yours,

Samuel Sica, III of
MULLEN COUGHLIN LLC

SZS/cml
Enclosure

EXHIBIT A



Return Mail Processing
PO Box 589
Claysburg, PA 16625-0589

April 10, 2023

J2873-L01-0000001 T00001 P001 *****SCH 5-DIGIT 12345



SAMPLE A SAMPLE - L01 GENERAL CM
APT ABC
123 ANY STREET
ANYTOWN, ST 12345-6789



[Variable Header]

Dear Sample A. Sample:

Kendall Hunt Publishing Company (“Kendall Hunt”) writes to inform you of an incident that may affect the privacy of some of your information. You are receiving this letter because you are a current or former Kendall Hunt employee. We are providing you with information about the event, the steps we have taken in response, and resources available to help you better protect your information, should you feel it is appropriate to do so.

What Happened? On or about January 20, 2023, Kendall Hunt experienced an event that impacted our computer systems and caused a temporary disruption to our information technology services. We promptly worked to secure our computer systems, restore services, and, with the assistance of external specialists, commenced an investigation to confirm the nature and scope of the event. We also reported the event to law enforcement. The investigation determined that we were impacted by a sophisticated cyberattack and that on or before January 20, 2023, an unauthorized actor viewed and downloaded a limited amount of internal human resources data stored on Kendall Hunt’s systems. Kendall Hunt customer or client data was not affected. A thorough review of the affected data was subsequently performed to determine whether it contained any sensitive information and to identify potentially affected individuals. We recently concluded this review.

What Information Was Involved? The types of information present in the impacted internal files included your name and Social Security number.

What We Are Doing. Kendall Hunt treats the responsibility to safeguard information as an utmost priority. As such, we responded promptly to this event and worked diligently to provide you with an accurate and complete notice as soon as possible. As part of our ongoing commitment to the privacy and security of personal information in our care, we have reviewed and updated existing policies and procedures relating to data security. We also have implemented additional technical measures to further enhance our security posture. Kendall Hunt is providing notice of this incident to potentially impacted individuals and to regulators, where required. Out of an abundance of caution, Kendall Hunt is providing you with 24 months of complimentary access to credit monitoring and identity restoration services through Experian, as well as guidance on how to better protect your information, should you feel it is appropriate to do so. Although we are covering the cost of these services, due to privacy restrictions, you will need to complete the activation process yourself.

What You Can Do. We encourage you to remain vigilant against incidents of identity theft and fraud by reviewing your account statements, explanation of benefits, and monitoring your free credit reports for suspicious activity and to detect errors. You can also find out more about how to safeguard your information in the enclosed *Steps You Can Take to Help Protect Personal Information*.



For More Information. If you have additional questions, you may call our dedicated assistance line at: (877) 288-8056 Monday through Friday from 8:00 am to 10:00 pm CT or Saturday and Sunday from 10:00 am to 7:00 pm CT (excluding major U.S. holidays). Please be prepared to provide engagement number **B088291** when you call. You may also write to us directly at: 4050 Westmark Drive, P.O. Box 1840, Dubuque, IA 52004-1840.

Sincerely,

Kendall Hunt Publishing Company

STEPS YOU CAN TAKE TO HELP PROTECT PERSONAL INFORMATION

Enroll in Complimentary Credit Monitoring and Identity Restoration Services

To help protect your identity, we are offering complimentary access to Experian IdentityWorksSM for 24 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 24 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 24-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 June 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 event, or would like an alternative to enrolling in Experian IdentityWorks online, please contact Experian's customer care team at (877) 288-8056 by June 30, 2023. Be prepared to provide engagement number **B088291** as proof of eligibility for the Identity Restoration services by Experian.

ADDITIONAL DETAILS REGARDING YOUR 24-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.

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. You should be aware, however, 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 security 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 identification 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
1-888-298-0045	1-888-397-3742	1-800-916-8800
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. 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. his notice has not been delayed by law enforcement.

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 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/>.