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April 20, 2023

VIA EMAIL

Attorney General Anthony Brown
Office of the Attorney General
ATTN: Security Breach Notification
200 St. Paul Place
Baltimore, MD 21202
idtheft@oag.state.md.us

Re: Notification of Data Security Incident

Dear Attorney General Brown:

Constangy Brooks Smith & Prophete LLP represents The Bulldog Group, located in Winston-Salem, North Carolina, with respect to a recent data security incident described in greater detail below. The purpose of this letter is to notify you of the incident.

1. Nature of the Security Incident

On November 18, 2022, The Bulldog Group discovered unusual activity in its email environment. Upon discovering this activity, it immediately took steps to secure the environment. The Bulldog Group also engaged independent cybersecurity experts to conduct an investigation. As a result of this investigation, The Bulldog Group learned that an unauthorized actor accessed certain files and data stored within its network. After a thorough review of the accessed data, on April 17, 2023, The Bulldog Group determined that personal information may have been impacted by this incident. The affected information includes individuals' Social Security numbers and dates of birth.

2. Number of Maryland Residents Affected

On April 20, 2023, The Bulldog Group notified forty-seven (47) Maryland residents of this incident via first class U.S. mail. A sample copy of the notification letter sent to impacted individuals is included with this correspondence.

3. Steps Taken Relating to the Incident

To help prevent something like this from happening again, The Bulldog Group is implementing additional security measures. It is also offering complimentary credit and identity protection monitoring to all notified individuals.

4. Contact Information

The Bulldog Group remains dedicated to protecting the information in its possession. If you have any questions or need additional information, please do not hesitate to contact me at 917.414.8991 or by email at mefapломatidis@constangy.com.

Regards,

A handwritten signature in dark ink, appearing to read 'MEF', with a stylized flourish extending to the right.

Maria Efapломatidis
Partner

Enc.: Sample Consumer Notification Letter



Return to IDX
4145 SW Watson Ave
Suite 400
Beaverton, OR 97005

To Enroll, Please Call:

1-800-939-4170

Or Visit:

<https://app.idx.us/account-creation/protect>

Enrollment Code: <<XXXXXXXX>>

<<First Name>> <<Last Name>>

<<Address 1>>

<<Address 2>>

<<City>>, <<State>> <<Zip>>

April 20, 2023

Subject: Notice of Data <<variable 1>>

Dear <<First Name>> <<Last Name>>:

We are writing to inform you of a recent data security incident experienced by The Bulldog Group that may have involved some of your information. As you may know, The Bulldog Group is the parent company that operates <<variable 2>>. This letter is to notify you of the incident, offer you complimentary identity protection services, and inform you about steps you can take to help protect your personal information.

What Happened: On November 18, 2022, The Bulldog Group discovered unusual activity in its email environment. Upon discovering this activity, we immediately took steps to secure the environment. The Bulldog Group also engaged independent cybersecurity experts to conduct an investigation. As a result of this investigation, The Bulldog Group learned that an unauthorized actor accessed certain files and data stored within its network. After a thorough review of the accessed data, on April 17, 2023, The Bulldog Group determined that your personal information may have been impacted by this incident. There is no evidence that your personal information was taken or has been misused. However, out of an abundance of caution, we are notifying you about the incident, providing you with resources to help you protect your personal information, and offering you complimentary identity protection services.

What Information Was Involved: The data that could have potentially been accessed by the unauthorized party included your name and <<variable 3>>.

What We Are Doing: To help prevent something like this from happening again, we are implementing additional technical security measures. We are also providing you with information about steps that you can take to help protect your personal information. As a further precaution, we are offering you <<membership offering length>> months of complimentary identity monitoring services through IDX. This product helps detect possible misuse of your information and provides you with identity protection support.

What You Can Do: You can follow the recommendations included with this letter to help protect your information. In addition, you can also enroll in IDX's complimentary credit and identity monitoring services by going to the link noted above or calling 1-800-939-4170. The deadline to enroll is July 20, 2023. For more information on how you can protect your personal information, please review the resources provided on the following pages.

For More Information: If you have any questions regarding the incident or would like assistance with enrolling in the services offered, please call 1-800-939-4170 between 9:00 am and 9:00 pm EST.

The security of the information in our possession is a top priority for The Bulldog Group. We take your trust in us and this matter very seriously and we deeply regret any worry or inconvenience that this may cause you.

Sincerely,

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

David McCollum, Chief Operating Officer
The Bulldog Group
301 N. Main Street, Suite 801
Winston-Salem, NC 27101

Steps You Can Take to Protect Your Personal Information

Review Your Account Statements and Notify Law Enforcement of Suspicious Activity: As a precautionary measure, we recommend that you remain vigilant by reviewing your account statements and credit reports closely. If you detect any suspicious activity on an account, you should promptly notify the financial institution or company with which the account is maintained. You also should promptly report any fraudulent activity or any suspected incidence of identity theft to proper law enforcement authorities, your state attorney general, and/or the Federal Trade Commission (FTC).

Copy of Credit Report: You may obtain a free copy of your credit report from each of the three major credit reporting agencies once every 12 months by visiting <http://www.annualcreditreport.com/>, calling toll-free 1-877-322-8228, or by completing an Annual Credit Report Request Form and mailing it to Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348. You also can contact one of the following three national credit reporting agencies:

Equifax

P.O. Box 105788
Atlanta, GA 30348
1-888-378-4329
www.equifax.com

Experian

P.O. Box 9532
Allen, TX 75013
1-800-831-5614
www.experian.com

TransUnion

P.O. Box 1000
Chester, PA 19016
1-800-916-8800
www.transunion.com

Fraud Alert: You may want to consider placing a fraud alert on your credit report. An initial fraud alert is free and will stay on your credit file for at least one year. The alert informs creditors of possible fraudulent activity within your report and requests that the creditor contact you prior to establishing any accounts in your name. To place a fraud alert on your credit report, contact any of the three credit reporting agencies identified above. Additional information is available at <http://www.annualcreditreport.com>.

Security Freeze: You have the right to put a security freeze on your credit file for up to one year at no cost. This will prevent new credit from being opened in your name without the use of a PIN number that is issued to you when you initiate the freeze. A security freeze is designed to prevent potential creditors from accessing your credit report without your consent. As a result, using a security freeze may interfere with or delay your ability to obtain credit. You must separately place a security freeze on your credit file with each credit reporting agency. In order to place a security freeze, you may be required to provide the consumer reporting agency with information that identifies you including your full name, Social Security number, date of birth, current and previous addresses, a copy of your state-issued identification card, and a recent utility bill, bank statement or insurance statement.

Additional Free Resources: You can obtain information from the consumer reporting agencies, the FTC, or from your respective state Attorney General about fraud alerts, security freezes, and steps you can take toward preventing identity theft. You may report suspected identity theft to local law enforcement, including to the FTC or to the Attorney General in your state.

Federal Trade Commission

600 Pennsylvania Ave, NW
Washington, DC 20580
consumer.ftc.gov
1-877-438-4338

Maryland Attorney General

St. Paul Plaza
200 St. Paul Place
Baltimore, MD 21202
marylandattorneygeneral.gov
1-888-743-0023

New York Attorney General

Bureau of Internet and Technology
Resources
28 Liberty Street
New York, NY 10005
ag.ny.gov
1-212-416-8433 / 1-800-771-7755

North Carolina Attorney General

9001 Mail Service Center
Raleigh, NC 27699
ncdoj.gov
1-877-566-7226

Washington D.C. Attorney General

400 S 6th Street, NW
Washington, DC 20001
oag.dc.gov
1-202-727-3400

You also have certain rights under the Fair Credit Reporting Act (FCRA): These rights include to know what is in your file; to dispute incomplete or inaccurate information; to have consumer reporting agencies correct or delete inaccurate, incomplete, or unverifiable information; as well as other rights. For more information about the FCRA, and your rights pursuant to the FCRA, please visit https://files.consumerfinance.gov/f/201504_cfpb_summary_your-rights-under-fcra.pdf.