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April 20, 2023

VIA E-MAIL (IDTHEFT@OAG.STATE.MD.US)

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

Re: Incident Notification

Dear Attorney General Frosh:

We are writing on behalf of our client, BISSELL, Inc. ("BISSELL"), to provide notice to your office concerning a security incident involving Maryland residents. BISSELL is located at 2345 Walker Ave NW, Grand Rapids, Michigan 49544.

BISSELL and many other companies use a file transfer platform called "GoAnywhere" to exchange files over the internet. The company that makes the GoAnywhere platform, Fortra, experienced a data security incident between January 28 and January 31, 2023, during which unauthorized actors leveraged a previously unknown, zero-day vulnerability in Fortra's software to gain access to certain companies' GoAnywhere platforms and to take files that the companies had uploaded to the platforms. BISSELL was one of those companies.

On March 24, 2023, the unauthorized actors that claimed responsibility for the GoAnywhere incident contacted BISSELL to claim that they had taken certain files that BISSELL had uploaded to the GoAnywhere file transfer platform and provided BISSELL with the names of the files. The unauthorized actors did not provide copies of the files themselves. BISSELL immediately began reviewing the files that matched the file names provided by the unauthorized actors and, on March 27, 2023, determined that one or more of the files contained the following information for eight Maryland residents: name, address, and Social Security number, along with email address, phone number, demographic information, salary and employment information, and/or date of birth.

BISSELL had previously learned of the GoAnywhere incident from Fortra in February 2023. BISSELL investigated the incident at that time based on the indicators of compromise ("IOCs") that Fortra

provided and the evidence then available and reviewed the files it believed had been taken based on that evidence. The list of files the unauthorized actors provided on March 24, 2023 included files that BISSELL had not been able to identify based on the IOCs Fortra provided and its prior investigation.

On April 20, 2023, BISSELL will mail notification letters via First Class mail to the involved Maryland residents in accordance with Md. Code Ann., Com. Law § 14-3501-3508. A copy of the notification letter is enclosed. BISSELL is offering the Maryland residents a complimentary, one-year membership to credit monitoring and identity theft protection services. BISSELL also has established a dedicated, toll-free call center that individuals can call to obtain more information regarding the incident.

Fortra has notified BISSELL that it mitigated the vulnerability in the GoAnywhere platform. BISSELL has reviewed the information that Fortra supplied about its investigation and has taken measures to address the incident.

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

Sincerely,



Joseph L. Bruemmer
Partner

Enclosure



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

<<MailID>>
<<Name 1>>
<<Name 2>>
<<Address 1>>
<<Address 2>>
<<Address 3>>
<<Address 4>>
<<City>><<State>><<Zip>>
<<Country>>

<<Date>>

Dear <<Name1>>:

BISSELL understands the importance of protecting information. We are writing to inform you that a vendor that we and many other companies use experienced an incident that involved some of your information. This notice explains the incident, measures we have taken, and additional steps you may consider taking in response.

What Happened?

BISSELL and many other companies use a file transfer platform called “GoAnywhere” to exchange files over the internet. The company that makes the GoAnywhere platform, Fortra, experienced a data security incident between January 28 and 31, 2023, during which unauthorized actors leveraged a previously unknown, zero-day vulnerability in Fortra’s software to gain access to certain companies’ GoAnywhere platforms and to take files that the companies had uploaded to the platforms. BISSELL was one of those companies.

When we learned of the incident, we immediately implemented our incident response plan, launched an investigation, and began to review the files that the unauthorized actors may have taken. We have also notified law enforcement and are supporting its investigation. On March 27, 2023, during our review, we determined that one or more of the files the unauthorized actors claimed to have taken contained some of your information.

What Information Was Involved?

The file(s) contained your <<variable data>>.

What We Are Doing.

We wanted to notify you of this incident and to assure you that we take it seriously. Fortra has notified us that it mitigated the vulnerability in the GoAnywhere platform. We reviewed the information that Fortra supplied about its investigation and have taken measures to address the incident.

What You Can Do.

We have arranged for you to receive a complimentary one-year membership to Experian’s® IdentityWorksSM credit monitoring service. This product helps detect possible misuse of your information and provides you with identity protection services focused on immediate identification and resolution of identity theft. IdentityWorksSM is completely free to you, and enrolling in this program will not hurt your credit score. For more information on identity theft prevention and IdentityWorksSM, including instructions on how to activate your complimentary one-year membership, as well as some additional steps you can take in response, please review the pages that follow this letter.

For More Information.

We regret that this occurred and apologize for any inconvenience. If you have any questions, please contact us at 877-558-6152 Monday through Friday, between 8:00AM – 8:00PM Central Time.

Sincerely,

BISSELL

Activate IdentityWorks Credit 3B Now in Three Easy Steps

1. ENROLL by: <<Enrollment Deadline>> (Your code will not work after this date.)
2. VISIT the Experian IdentityWorks website to enroll: www.experianidworks.com/3bcredit
3. PROVIDE the Activation Code: <<Activation Code>>

If you have questions about the product, need assistance with identity restoration or would like an alternative to enrolling in Experian IdentityWorks online, please contact Experian's customer care team at **877-288-8057** by <<Enrollment Deadline>>. Be prepared to provide engagement number <<Engagement Number>> as proof of eligibility for the identity restoration services by Experian.

ADDITIONAL DETAILS REGARDING YOUR 12-MONTH EXPERIAN IDENTITYWORKS CREDIT 3B MEMBERSHIP:

A credit card is **not** required for enrollment in Experian IdentityWorks Credit 3B.

You can contact Experian **immediately without needing to enroll in the product** regarding any fraud issues. Identity Restoration specialists are available to help you address credit and non-credit related fraud.

Once you enroll in Experian IdentityWorks, you will have access to the following additional features:

- **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, Equifax and Transunion files for indicators of fraud.
- **Identity Restoration:** Identity Restoration specialists are immediately available to help you address credit and non-credit related fraud.
- **Experian IdentityWorks ExtendCARE™:** You receive the same high-level of Identity Restoration support even after your Experian IdentityWorks membership has expired.
- **Up to \$1 Million Identity Theft Insurance**:** Provides coverage for certain costs and unauthorized electronic fund transfers.

If you believe there was fraudulent use of your information and would like to discuss how you may be able to resolve those issues, please reach out to an Experian agent at **877-288-8057**. 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 (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 this Identity Restoration support is available to you for one year 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. You will also find self-help tips and information about identity protection at this site.

* 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.

ADDITIONAL STEPS YOU CAN TAKE

We remind you it is always advisable to be vigilant for incidents of fraud or identity theft by reviewing your account statements and free credit reports for any unauthorized activity. You may obtain a copy of your credit report, free of charge, once every 12 months from each of the three nationwide credit reporting companies. To order your annual free credit report, please visit www.annualcreditreport.com or call toll free at 1-877-322-8228. Contact information for the three nationwide credit reporting companies is as follows:

- *Equifax*, PO Box 740241, Atlanta, GA 30374, www.equifax.com, 1-888-378-4329
- *Experian*, PO Box 2002, Allen, TX 75013, www.experian.com, 1-888-397-3742
- *TransUnion*, PO Box 1000, Chester, PA 19016, www.transunion.com, 1-800-916-8800

If you believe you are the victim of identity theft or have reason to believe your personal information has been misused, you should immediately contact the Federal Trade Commission and/or the Attorney General's office in your state. You can obtain information from these sources about steps an individual can take to avoid identity theft as well as information about fraud alerts and security freezes. You should also contact your local law enforcement authorities and file a police report. Obtain a copy of the police report in case you are asked to provide copies to creditors to correct your records. Contact information for the Federal Trade Commission is as follows:

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

Fraud Alerts and Credit or Security Freezes:

Fraud Alerts: There are two types of general fraud alerts you can place on your credit report to put your creditors on notice that you may be a victim of fraud—an initial alert and an extended alert. You may ask that an initial fraud alert be placed on your credit report if you suspect you have been, or are about to be, a victim of identity theft. An initial fraud alert stays on your credit report for one year. You may have an extended alert placed on your credit report if you have already been a victim of identity theft with the appropriate documentary proof. An extended fraud alert stays on your credit report for seven years.

To place a fraud alert on your credit reports, contact one of the nationwide credit bureaus. A fraud alert is free. The credit bureau you contact must tell the other two, and all three will place an alert on their versions of your report.

For those in the military who want to protect their credit while deployed, an Active Duty Military Fraud Alert lasts for one year and can be renewed for the length of your deployment. The credit bureaus will also take you off their marketing lists for pre-screened credit card offers for two years, unless you ask them not to.

Credit or Security Freezes: You have the right to put a credit freeze, also known as a security freeze, on your credit file, free of charge, which makes it more difficult for identity thieves to open new accounts in your name. That's because most creditors need to see your credit report before they approve a new account. If they can't see your report, they may not extend the credit.

How do I place a freeze on my credit reports? There is no fee to place or lift a security freeze. Unlike a fraud alert, you must separately place a security freeze on your credit file at each credit reporting company. For information and instructions to place a security freeze, contact each of the credit reporting agencies at the addresses below:

- **Experian Security Freeze**, PO Box 9554, Allen, TX 75013, www.experian.com
- **TransUnion Security Freeze**, PO Box 160, Woodlyn, PA 19094, www.transunion.com
- **Equifax Security Freeze**, PO Box 105788, Atlanta, GA 30348, www.equifax.com

You'll need to supply your name, address, date of birth, Social Security number and other personal information.

After receiving your freeze request, each credit bureau will provide you with a unique PIN (personal identification number) or password. Keep the PIN or password in a safe place. You will need it if you choose to lift the freeze.

How do I lift a freeze? A freeze remains in place until you ask the credit bureau to temporarily lift it or remove it altogether. If the request is made online or by phone, a credit bureau must lift a freeze within one hour. If the request is made by mail, then the bureau must lift the freeze no later than three business days after getting your request.

If you opt for a temporary lift because you are applying for credit or a job, and you can find out which credit bureau the business will contact for your file, you can save some time by lifting the freeze only at that particular credit bureau. Otherwise, you need to make the request with all three credit bureaus.

BISSELL is located at 2345 Walker Ave. NW, Grand Rapids, Michigan 49544 and can be reached at (616) 453-4451.

Additional Information for Individuals Whose Email Address or Phone Number Was Involved:

Because the file(s) contained your email address and telephone number, it is possible that bad actors may call or email you while pretending to be a legitimate organization and ask you to provide information about yourself.

BISSELL will never call or email you to ask you to provide, update, or confirm your information (like your payment card information, your order information, or the username and password for your BISSELL account).

Here are some steps you can take to protect your information:

- Don't open emails or attachments if they are suspicious.
- Don't disclose your information online unless you know who you're dealing with.
- Be suspicious of anyone who asks for your bank account or payment card details or asks for your password.
- Examine the email sender's address carefully before opening an email, and do not click on any links or email attachments unless you are sure of the sender's identity.
- Check that the link looks correct before you click on it – if you're using webmail in a browser, hovering over the link with your cursor should allow you to see the actual link in the bottom left corner of your browser.
- If you get a call or text from someone you don't know and they ask you to provide your information to them, don't provide it.

Additional Information for Residents of the Following States:

Maryland: You may contact and obtain information from your state attorney general at: *Maryland Attorney General's Office*, 200 St. Paul Place, Baltimore, MD 21202, 1-888-743-0023 / 1-410-576-6300, www.oag.state.md.us

New York: You may contact and obtain information from these state agencies: *New York Department of State Division of Consumer Protection*, One Commerce Plaza, 99 Washington Ave., Albany, NY 12231-0001, 518-474-8583 / 1-800-697-1220, <http://www.dos.ny.gov/consumerprotection>; and *New York State Office of the Attorney General*, The Capitol, Albany, NY 12224-0341, 1-800-771-7755, <https://ag.ny.gov>

North Carolina: You may contact and obtain information from your state attorney general at: *North Carolina Attorney General's Office*, 9001 Mail Service Centre, Raleigh, NC 27699, 1-919-716-6000 / 1-877-566-7226, www.ncdoj.gov

Rhode Island: This incident involves two individuals in Rhode Island. Under Rhode Island law, you have the right to file and obtain a copy of a police report. You also have the right to request a security freeze, as described above. You may contact and obtain information from your state attorney general at: *Rhode Island Attorney General's Office*, 150 South Main Street, Providence, RI 02903, 1-401-274-4400, www.riag.ri.gov

A Summary of Your Rights Under the Fair Credit Reporting Act: The federal Fair Credit Reporting Act (FCRA) promotes the accuracy, fairness, and privacy of information in the files of consumer reporting agencies. There are many types of consumer reporting agencies, including credit bureaus and specialty agencies (such as agencies that sell information about check writing histories, medical records, and rental history records). Your major rights under the FCRA are summarized below. For more information, including information about additional rights, go to

www.consumerfinance.gov/learnmore or write to: Consumer Financial Protection Bureau, 1700 G Street NW, Washington, DC 20552.

- You must be told if information in your file has been used against you.
- You have the right to know what is in your file.
- You have the right to ask for a credit score.
- You have the right to dispute incomplete or inaccurate information.
- Consumer reporting agencies 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 reports to be provided to employers.
- You may limit “prescreened” offers of credit and insurance you get based on information in your credit report.
- 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.
- You may seek damages from violators.
- Identity theft victims and active-duty military personnel have additional rights.