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May 1, 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 Leo Hamel Fine Jewelers, Inc. ("Leo Hamel Fine Jewelers") located at 1851 San Diego Ave, Suite 130, San Diego, CA 92110, and are writing to notify your office of an incident that may affect the security of certain personal information relating to three (3) Maryland residents. This notice may be supplemented with any new significant facts learned subsequent to its submission. By providing this notice, Leo Hamel Fine Jewelers 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

On November 10, 2022, Leo Hamel Fine Jewelers became aware of suspicious activity affecting certain systems within its network. Leo Hamel Fine Jewelers immediately took steps to secure its systems and launched an investigation with the assistance of third-party computer specialists to confirm the full nature and scope of the activity and to restore functionality to the affected systems. The investigation determined that an unknown actor gained access to certain Leo Hamel Fine Jewelers systems beginning on November 6, 2022 and may have viewed or taken information stored in those areas.

Leo Hamel Fine Jewelers then undertook a comprehensive and time-intensive review of the involved files to determine if they contained sensitive information and to whom it related. Once this review was complete, Leo Hamel Fine Jewelers reviewed its records to locate address information for potentially affected individuals so that notice could be provided. On March 24, 2023, Leo Hamel Fine Jewelers completed this review and determined that certain individuals' personal information was contained within files that may have been affected.

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

Notice to Maryland Residents

On May 1, 2023, Leo Hamel Fine Jewelers is providing written notice of this incident to three (3) Maryland residents. 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 discovering the event, Leo Hamel Fine Jewelers moved quickly to investigate and respond to the incident, assess the security of Leo Hamel Fine Jewelers systems, and identify potentially affected individuals. Further, Leo Hamel Fine Jewelers notified federal law enforcement regarding the event. Leo Hamel Fine Jewelers is also working to implement additional safeguards and training to its employees. Leo Hamel Fine Jewelers is providing access to credit monitoring services for twelve (12) months, through Kroll, to individuals whose personal information was potentially affected by this incident, at no cost to these individuals.

Additionally, Leo Hamel Fine Jewelers is providing impacted individuals with guidance on how to better protect against identity theft and fraud. Leo Hamel Fine Jewelers 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.

Leo Hamel Fine Jewelers is providing written notice of this incident to relevant state regulators, as necessary, and to the three major credit reporting agencies, Equifax, Experian, and TransUnion.

Contact Information

Should you have any questions regarding this notification or other aspects of the data security event, please contact us at (267) 930-4788.

Very truly yours,

Paul T. McGurkin, Jr. of
MULLEN COUGHLIN LLC

PTM/kzf
Enclosure

EXHIBIT A



<<Date>> (Format: Month Day, Year)

<<first_name>> <<middle_name>> <<last_name>> <<suffix>>
<<address_1>>
<<address_2>>
<<city>>, <<state_province>> <<postal_code>>
<<country>>

<<b2b_text_1(NOTICE OF [SECURITY INCIDENT] / [DATA BREACH])>>

Dear <<First_Name>> <<Last_Name>>,

Leo Hamel Fine Jewelers, Inc. ("Leo Hamel Fine Jewelers") writes to notify you of a recent event that may have impacted some of your information. We are providing you with information about the event, our response to it, and resources available to you to help protect your information, should you feel it appropriate to do so.

What Happened? On November 10, 2022, Leo Hamel Fine Jewelers became aware of suspicious activity affecting certain systems within our network. We immediately took steps to secure our systems and launched an investigation with the assistance of third-party computer specialists, to confirm the full nature and scope of the activity and to restore functionality to the affected systems. The investigation determined that an unknown actor gained access to certain Leo Hamel Fine Jewelers systems beginning on November 6, 2022, and may have viewed or taken information stored in those areas. We then undertook a comprehensive and time-intensive review of the potentially impacted files to determine if they contained sensitive information and to whom it related. Once this review was complete, we reviewed our records to locate address information for potentially affected individuals so that notice could be provided. On March 24, 2023, the review for address information was completed and we determined that your information was contained within the potentially impacted files.

What Information Was Involved? The information related to you that may have been affected includes your <<b2b_text_2(name and data elements)>><<b2b_text_3(name and data elements cont...)>>.

What We Are Doing. Safeguarding the privacy of information in our care and the security of our network are among our highest priorities. Upon learning of this event, we moved quickly to investigate and respond, assess the security of our systems, and notify potentially affected individuals. We also notified the Federal Bureau of Investigation of this event. As part of our ongoing commitment to the security of information within our care, we are reviewing our existing policies and procedures regarding cybersecurity and evaluating additional measures and safeguards to protect against this type of event in the future. We also implementing additional network security measures to further enhance our network security.

Although we are unaware of any misuse of your information as a result of this incident, as an added precaution, we are offering you complimentary access to twelve (12) months of identity monitoring services through Kroll. Kroll is a global leader in risk mitigation and response, and their team has extensive experience helping people who have sustained an unintentional exposure of confidential data. Your identity monitoring services include Credit Monitoring, Fraud Consultation, and Identity Theft Restoration. For details of this offer and activation instructions, please review the information contained in the attached *Steps You Can Take to Help Protect Your Information*.

What You Can Do. We encourage you to remain vigilant against incidents of identity theft and fraud by reviewing your account statements and monitoring your free credit reports for suspicious activity. You may also review the information contained in the attached *Steps You Can Take to Help Protect Your Information*. There, you will find more information on the credit monitoring and identity restoration services we are making available to you. We encourage you to activate these services as we are not able to act on your behalf to activate them for you.

For More Information. We understand that you may have questions about this event that are not addressed in this letter. If you have additional questions, please call our toll-free dedicated assistance line at [TFN](#), Monday through Friday 6:00 a.m. – 3:30 p.m. Pacific Time, excluding U.S. holidays.

Sincerely,

Robin Hart

Robin Hart
CFO
Leo Hamel Fine Jewelers

STEPS YOU CAN TAKE TO HELP PROTECT YOUR INFORMATION

Activating Your Identity Monitoring

Visit <https://enroll.krollmonitoring.com> to activate and take advantage of your identity monitoring services.

You have until **<<b2b_text_6(ActivationDeadline)>>** to activate your identity monitoring services.

Membership Number: **<<Membership Number (S_N)>>**

For more information about Kroll and your Identity Monitoring services, you can visit info.krollmonitoring.com.

Additional information describing your services is included with this letter.

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 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 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. However, you should be aware 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 ID 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
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. Please note that in order 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. This 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. Leo Hamel Fine Jewelers is located at 1851 San Diego Ave, Suite 130, San Diego, CA 92110.

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/>.

For North Carolina residents, the North Carolina Attorney General may be contacted at: 9001 Mail Service Center, Raleigh, NC 27699-9001; 1-877-566-7226 or 1-919-716-6000; and www.ncdoj.gov.



TAKE ADVANTAGE OF YOUR IDENTITY MONITORING SERVICES

You have been provided with access to the following services from Kroll:

Single Bureau Credit Monitoring

You will receive alerts when there are changes to your credit data—for instance, when a new line of credit is applied for in your name. If you do not recognize the activity, you'll have the option to call a Kroll fraud specialist, who will be able to help you determine if it is an indicator of identity theft.

Fraud Consultation

You have unlimited access to consultation with a Kroll fraud specialist. Support includes showing you the most effective ways to protect your identity, explaining your rights and protections under the law, assistance with fraud alerts, and interpreting how personal information is accessed and used, including investigating suspicious activity that could be tied to an identity theft event.

Identity Theft Restoration

If you become a victim of identity theft, an experienced Kroll licensed investigator will work on your behalf to resolve related issues. You will have access to a dedicated investigator who understands your issues and can do most of the work for you. Your investigator will be able to dig deep to uncover the scope of the identity theft, and then work to resolve it.

Kroll's activation website is only compatible with the current version or one version earlier of Chrome, Firefox, Safari and Edge.

To receive credit services, you must be over the age of 18 and have established credit in the U.S., have a Social Security number in your name, and have a U.S. residential address associated with your credit file.