

GoSeeTell Network
dba Sparkloft Media
225 SW Broadway, Suite 400
Portland, OR 97205

April 27th, 2023

NOTICE OF DATA BREACH

Hello!

As a current or former employee of GoSeeTell Network, Inc. d/b/a Sparkloft Media (“we,” “us,” or “our”), your trust and privacy are important to us. I am writing to let you know that we recently experienced a data security incident, that may have involved some of your personal information. Specifically, a laptop was taken from our offices. That laptop recently had most of its hard drive wiped, and is protected by a security program. However, the laptop did contain certain personal information of yours. We are continuing to monitor for any further activity, and have received no indication from the security program or otherwise that any information on the laptop had been accessed. Still, it is important to us that we notify you of this matter, explain what happened, and provide you with steps that you can take to safeguard your personal information.

What Happened

On Tuesday, April 4, 2023, we discovered that certain equipment was missing from our office, including a laptop that had recently had most of the information stored on its hard drive wiped. We determined that the laptop and other equipment was last seen in the office on the prior Friday, March 31, 2023.

The laptop in question has special security software installed and is password protected. When the computer is connected to the internet, it will notify us of any attempts to log-in and will disable itself if there are failed attempts to log-in or attempts to circumvent the security software. Even when the computer is not connected to the internet, the computer is password protected. We have received no indication from the security software that anyone has attempted to log-in or disable the security software on the laptop.

What Information Was Involved

As mentioned, most of the information on the hard drive in question was recently wiped. After identifying the security incident, our IT professionals were able to reconstruct a copy of the hard drive and the files that remained on the stolen laptop after its recent wipe. We were able to identify that the laptop still held an Internal Revenue Service form related to employer-provided health insurance for 61 current and former employees, and a Department of Homeland Security form related to the E-Verify program for one employee. Unfortunately, if you are receiving this letter you, a form pertaining to you was on the laptop. These IRS forms contained the full name, social security number, date of birth, address, and phone number for the applicable employee. The DHS form only had a social security number and name.

What We Are Doing

On discovering the lost laptop, we promptly contacted the Portland Police Bureau and filed a police report. We also reviewed the incident with our IT professionals to assess any risk that someone would be able to bypass the security measures on the laptop and access the information on its hard drive.

We also discussed the incident with the owner of our office building, and reviewed possible means of entry into our offices. In response to the incident, we are reviewing additional security measures to implement on the means of entry into our office, continuing to utilize security software and password protection on our devices, and are investigating additional security measures for our devices and offices.

What You Can Do

Even though we have no indication that your information was viewed, let alone obtained from the laptop, there are still things that we recommend everyone do to protect themselves. You should immediately report any suspicious activity or suspected identity theft to your financial institutions and law enforcement authorities, including your state attorney general and the Federal Trade Commission. You can also receive more information about steps to take to avoid identity theft from your state attorney general's office and the Federal Trade Commission.

Maryland Attorney General's Office
200 St. Paul Place
Baltimore, MD 21202
410-576-6491
www.marylandattorneygeneral.gov

Federal Trade Commission
600 Pennsylvania Avenue, NW
Washington, DC 20580
202-326-2222
ftc.gov

You should remain vigilant by reviewing account statements and monitoring credit reports. You also are entitled every 12 months to one free copy of your credit report from each of the three major credit reporting companies. To obtain a free annual credit report, go to www.annualcreditreport.com or call 1-877-322-8228. You can also contact one of the following three national credit reporting agencies:

Equifax
P.O. Box 105851
Atlanta, GA 30348
1-800-525-6285
www.equifax.com

Experian
P.O. Box 9532
Allen, TX 75013
1-888-397-3742
www.experian.com

TransUnion
P.O. Box 2000
Chester, PA 19016
1-877-322-8228
www.transunion.com

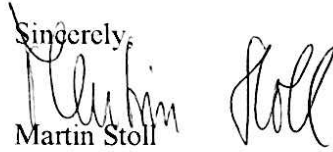
You might consider placing a fraud alert on your credit file, the first of which is free and will stay on your credit file for at least one year. Doing so notifies creditors of possible fraudulent activity within your report and requests that the creditor contact you before establishing any accounts in your name. You can place a fraud alert on your credit report by contacting any of the three credit reporting agencies identified above.

Some states permit you to place a security freeze on your credit file, which will prevent credit from being opened in your name without a personal identification number that is issued to you when you initiate the freeze. There is no fee for doing so.

In addition to the measures described above, we are also offering 12-months of free identity theft prevention and mitigation services through IDX to all individuals whose information we know was still on the laptop hard drive. You can learn more about IDX here: <https://www.idx.us/>. If you would like to take advantage of these services, please contact me directly.

For More Information

We sincerely regret this incident and any inconvenience that this might cause you. If you have any questions or concerns regarding this matter, please contact me at (503) 974-6103 or martin@sparkloftmedia.com.

Sincerely,


Martin Stoll

CEO

GoSeeTell Network, Inc.

225 SW Broadway

400

Portland, OR 97205