



MULLEN
COUGHLIN^{LLC}
ATTORNEYS AT LAW

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426 W. Lancaster Avenue, Suite 200
Devon, PA 19333

May 24, 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 Goodwill Industries of Greater New York and Northern NJ, Inc. (“Goodwill”) located at 25 Elm Place, Brooklyn, New York 11201, and are writing to notify your office of an email event at Goodwill. By providing this notice, Goodwill does not waive any rights or defenses regarding the applicability of Maryland law, the applicability of the Maryland data breach notification law, or personal jurisdiction.

Nature of the Data Event

On October 28, 2022, Goodwill became aware of unusual activity involving an employee’s email account. Goodwill took steps to immediately secure the email account and began an investigation into the activity. The investigation determined that the email account was accessed by an unknown individual between October 12 and October 29, 2022. The email account was reviewed to determine its contents and to whom it relates. Goodwill then undertook additional steps to identify address information for purposes of providing notifications. The investigation and review ended on or about April 13, 2023, and determined that the information in the email account varies by individual but may include any of the following types of personal information as defined by Maryland law: name, Social Security number, health insurance information, and financial account information.

Notice to Maryland Residents

On May 24, 2023, Goodwill provided written notice of this event fifteen (15) Maryland residents pursuant to Maryland law. Written notice is being provided in substantially the same form as the letter

attached here as ***Exhibit A***. Additionally, Goodwill notified relevant media outlets and published notice of the event on its website at <https://goodwillnynj.org/>.

Other Steps Taken and To Be Taken

Upon discovering the event, Goodwill moved quickly to investigate and respond to the event including, assessing the security of its email tenant, proactively securing the employee's email account, and identifying potentially affected individuals. Further, Goodwill notified federal law enforcement regarding the event. As part of its ongoing commitment to the privacy and security of information in its care, Goodwill has a process in place to ensure regular and timely review and where necessary the updating of our existing policies and procedures related to data protection and security. It also implemented additional security measures as appropriate to further secure the information in its systems, and is updating its training to employees regarding the importance of safeguarding of data.

Goodwill is providing access to credit monitoring services for twenty-four (24) months, through Experian, to potentially impacted individuals, at no cost to these individuals. Additionally, Goodwill is providing individuals with guidance on how to better protect against identity theft and fraud. Goodwill is also 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.

Goodwill 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. Goodwill is also notifying the U.S. Department of Health and Human Services and prominent media pursuant to the Health Insurance Portability and Accountability Act (HIPAA).

Contact Information

Should you have any questions regarding this notification or other aspects of the data security event, please contact us at (267) 930-4799.

Very truly yours,

Sian M. Schafle of
MULLEN COUGHLIN LLC

SMS/cob
Enclosure

EXHIBIT A



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

May 24, 2023

J4246-L01-0000001 T00001 P001 *****SCH 5-DIGIT 12345



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



[NOTICE OF DATA BREACH]

Dear Sample A. Sample:

Goodwill Industries of Greater New York and Northern NJ, Inc. (“Goodwill”) is a 501(c)(3) non-profit organization that empowers individuals with disabilities and barriers to employment to gain independence through the power of work. In connection with the services it provides, and/or your employment with Goodwill, Goodwill collected certain information about you. We are writing to notify you of an email event at Goodwill. This notice provides information about the event, our response, and resources available to you to better protect your information, should you feel it appropriate to do so.

What Happened?

On October 28, 2022, we became aware of unusual activity involving an employee’s email account. We took steps to immediately secure the email account and began an investigation into the activity. The investigation determined that the email account was accessed by an unknown individual between October 12 and October 29, 2022. We reviewed the email account to determine its contents and to whom it relates. We then undertook additional steps to identify address information for purposes of providing this notice.

What Information Was Involved?

On or around April 5, 2023, we completed our review and determined that the email account contained information including your name and [Extra1].

What We Are Doing.

We take this event and the security of personal information in our care seriously. Upon discovering the unusual activity, we took steps to investigate the activity, secure the employee’s email account, reset passwords, and assess the security of the email tenant. We also reported the event to federal law enforcement. As part of our ongoing commitment to the privacy of information in our care, we are reviewing and enhancing our existing policies and procedures as necessary. We are also notifying relevant regulatory authorities.

As an added precaution we are offering you access to twenty-four (24) months of credit monitoring and identity theft protection services through Experian at no cost to you. If you wish to activate these services, you may follow the instructions included in the attached “Steps You Can Take to Protect Personal Information.”



What You Can Do.

We encourage you to remain vigilant against incidents of identity theft and fraud by reviewing your account and monitoring your free credit reports for suspicious activity and to detect errors. Further, please review the enclosed “*Steps You Can Take to Protect Personal Information*” section of the letter for additional information. You can also enroll to receive the complimentary monitoring services that we are offering to you. Although we are making these services available to you, we are unable to enroll you directly.

For More Information.

If you have questions, you may contact (888) 994-0275, which is available Monday through Friday from 9:00 a.m. and 11:00 p.m., and Saturday and Sunday from 11:00 a.m. to 8 p.m., Eastern Time (excluding major U.S. holidays). Be prepared to provide your engagement number **B092376**. You may also visit <https://goodwillnynj.org/>.

Sincerely,

Goodwill Industries

STEPS YOU CAN TAKE TO PROTECT PERSONAL INFORMATION

Enroll in Offered Monitoring Services

As an added precaution, we are offering complimentary access to Experian IdentityWorksSM for twenty-four (24) months. Please note that Identity Restoration is available to you for twenty-four (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 twenty-four (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 August 15, 2023** (Your code will not work after this date.)
- **Visit** the Experian IdentityWorks website to enroll: [**https://www.experianidworks.com/3bcredit**](https://www.experianidworks.com/3bcredit)
- Provide your **activation code: ABCDEFGHI**

If you have questions about the product, need assistance with Identity Restoration that arose as a result of this incident, or would like an alternative to enrolling in Experian IdentityWorks online, please contact Experian's customer care team at **(888) 994-0275** by **August 15, 2023**. Please be prepared to provide engagement number **B092376** as proof of eligibility for the Identity Restoration services by Experian.

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 a free credit report, visit www.annualcreditreport.com or call, toll-free, 1-877-322-8228. Consumers may also directly contact the three major credit reporting bureaus listed below to request a free copy of their 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 consumers are the victim of identity theft, they are entitled to an extended fraud alert, which is a fraud alert lasting seven years. Should consumers wish to place a fraud alert, please contact any 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 a consumer's name without consent. However, consumers should be aware that using a credit freeze to take control over who gets access to the personal and financial information in their credit report may delay, interfere with, or prohibit the timely approval of any subsequent request or application they make regarding a new loan, credit, mortgage, or any other account involving the extension of credit. Pursuant to federal law, consumers cannot be charged to place or lift a credit freeze on their credit report. To request a credit freeze, individuals may need to provide some or all of 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 they are a victim of identity theft.



Should consumers wish to place a credit freeze or fraud alert, 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

Consumers may further educate themselves regarding identity theft, fraud alerts, credit freezes, and the steps they can take to protect your personal information by contacting the consumer reporting bureaus, the Federal Trade Commission, or their state Attorney General. The Federal Trade Commission may be reached at: 600 Pennsylvania Avenue NW, Washington, D.C. 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. Consumers can obtain further information on how to file such a complaint by way of the contact information listed above. Consumers have the right to file a police report if they ever experience identity theft or fraud. Please note that in order to file a report with law enforcement for identity theft, consumers will likely need to provide some proof that they have been a victim. Instances of known or suspected identity theft should also be reported to law enforcement and the relevant state Attorney General. This notice has not been delayed by law enforcement.

For District of Columbia residents, the District of Columbia Attorney General may be contacted at: 400 6th Street, NW, Washington, D.C. 20001; 202-727-3400; and oag.dc.gov.

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 <https://www.marylandattorneygeneral.gov/>.

For New Mexico residents, consumers have rights pursuant to the Fair Credit Reporting Act, such as the right to be told if information in their credit file has been used against them, the right to know what is in their credit file, the right to ask for their credit score, and the right to dispute incomplete or inaccurate information. Further, pursuant to the Fair Credit Reporting Act, the consumer reporting bureaus must correct or delete inaccurate, incomplete, or unverifiable information; consumer reporting agencies may not report outdated negative information; access to consumers' files is limited; consumers must give consent for credit reports to be provided to employers; consumers may limit "prescreened" offers of credit and insurance based on information in their credit report; and consumers may seek damages from violators. Consumers may have additional rights under the Fair Credit Reporting Act not summarized here. Identity theft victims and active-duty military personnel have specific additional rights pursuant to the Fair Credit Reporting Act. We encourage consumers to review their rights pursuant to the Fair Credit Reporting Act by visiting www.consumerfinance.gov/f/201504_cfpb_summary_your-rights-under-fcra.pdf, or by writing Consumer Response Center, Room 130-A, Federal Trade Commission, 600 Pennsylvania Ave. NW, Washington, DC 20580.

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.

For Rhode Island residents, the Rhode Island Attorney General may be reached at: 150 South Main Street, Providence, RI 02903; www.riag.ri.gov; and 1-401-274-4400. Under Rhode Island law, individuals have the right to obtain any police report filed in regard to this event. There are approximately 3 Rhode Island residents that may be impacted by this event.



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

May 24, 2023

J4246-L02-0000002 T00001 P001 *****SCH 5-DIGIT 12345

PARENT OR GUARDIAN OF
SAMPLE A SAMPLE - L02 MINOR
APT ABC
123 ANY STREET
ANYTOWN, ST 12345-6789



To the Parent or Guardian of Sample A. Sample:

Goodwill Industries of Greater New York and Northern NJ, Inc. (“Goodwill”) is a 501(c)(3) non-profit organization that empowers individuals with disabilities and barriers to employment to gain independence through the power of work. In connection with the services it provides, and/or your minor’s employment with Goodwill, Goodwill collected certain information about your minor. We are writing to notify you of an email event at Goodwill. This notice provides information about the event, our response, and resources available to you to better protect your minor’s information, should you feel it appropriate to do so.

What Happened?

On October 28, 2022, we became aware of unusual activity involving an employee’s email account. We took steps to immediately secure the email account and began an investigation into the activity. The investigation determined that the email account was accessed by an unknown individual between October 12 and October 29, 2022. We reviewed the email account to determine its contents and to whom it relates. We then undertook additional steps to identify address information for purposes of providing this notice.

What Information Was Involved?

On or around April 13, 2023, we completed our review and determined that the email account contained information including your minor’s name and [Extra1].

What We Are Doing.

We take this event and the security of personal information in our care seriously. Upon discovering the unusual activity, we took steps to investigate the activity, secure the employee email account, reset passwords, and assess the security of the email tenant. We also reported the event to federal law enforcement. As part of our ongoing commitment to the privacy of information in our care, we are reviewing and enhancing our existing policies and procedures, as necessary. We are also notifying relevant regulatory authorities.

As an added precaution we are offering your minor access to twenty-four (24) months of monitoring services through Experian at no cost to you. If you wish to activate these services, you may follow the instructions included in the attached “*Steps You Can Take to Protect Your Minor’s Personal Information.*”



What You Can Do.

We encourage you to remain vigilant against incidents of identity theft and fraud by reviewing your minor's account statements and monitoring his or her free credit reports, if they have a credit report, for suspicious activity and to detect errors. Please also review the information contained in the attached "*Steps You Can Take to Protect Your Minor's Personal Information.*" You may also enroll to receive the complimentary monitoring services that we are offering. Although we are making these services available to you, we are unable to complete the enrollment process directly.

For More Information.

If you have questions you may contact (888) 994-0275, which is available Monday through Friday from 9:00 a.m. and 11:00 p.m., and Saturday and Sunday from 11:00 a.m. to 8 p.m., Eastern Time (excluding major U.S. holidays). Be prepared to provide your engagement number **B092385**. You may also visit <https://goodwillnynj.org/>.

Sincerely,

Goodwill Industries

STEPS YOU CAN TAKE TO PROTECT YOUR MINOR'S PERSONAL INFORMATION

Enroll in Offered Monitoring Services

To help protect your minor dependent's identity, we are offering complimentary access to Experian IdentityWorksSM for twenty-four (24) months.

If you believe there was fraudulent use of your minor dependent's 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 twenty-four (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 twenty-four (24) month membership. This product provides you with superior identity detection and resolution of identity theft. To start monitoring your minor dependent's personal information, please follow the steps below:

- Ensure that you **enroll by August 15, 2023** (Your code will not work after this date.)
- **Visit** the Experian IdentityWorks website to enroll: <https://www.experianidworks.com/minorplus>
- Provide your **activation code: ABCDEFGHI**
- Provide your minor's information when prompted

If you have questions about the product, need assistance with Identity Restoration that arose as a result of this incident or would like an alternative to enrolling in Experian IdentityWorks online, please contact Experian's customer care team at **(888) 994-0275 by August 15, 2023**. Be prepared to provide engagement number **B092385** as proof of eligibility for the Identity Restoration services by Experian.

Monitor Accounts

Typically, credit reporting agencies do not have a credit report in a minor's name. To find out if a minor has a credit report or to request a manual search for a minor's Social Security number, each credit bureau has its own process. To learn more about these processes or request these services, consumers may contact the credit bureaus by phone or in writing or may visit the below websites:

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	888-397-3742	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

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In general, 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 a minor is a victim of identity theft and has a credit file, he or she is entitled to an extended fraud alert, which is a fraud alert lasting seven years. Consumers may place a fraud alert by contacting any one of the three major credit reporting bureaus listed above.

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 appropriate consent. However, consumers should be aware that using a credit freeze to take control over who gets access to the personal and financial information in the minor’s credit report may delay, interfere with, or prohibit the timely approval of any subsequent request or application he or she make regarding a new loan, credit, mortgage, or any other account involving the extension of credit. Pursuant to federal law, consumers cannot be charged to place or lift a credit freeze on a credit report.

To request information about the existence of a credit file in a minor’s name, search for a minor’s Social Security number, place a security freeze on a minor’s credit file, place a fraud alert on a minor’s credit report (if one exists), or request a copy of a minor’s credit report, consumers may be required to provide the following information:

- A copy of your driver’s license or another government issued identification card, such as a state ID card, etc.;
- Proof of your address, such as a copy of a bank statement, utility bill, insurance statement, etc.;
- A copy of your minor’s birth certificate;
- A copy of your minor’s Social Security card;
- Your minor’s full name, including middle initial and generation, such as JR, SR, II, III, etc.;
- Your minor’s date of birth; and
- Previous addresses for the past two years.

Under U.S. law, consumers with credit files are entitled to one free credit report annually from each of the three major credit reporting bureaus, Equifax, Experian, and TransUnion. To order a minor’s free credit report, should one exist, visit www.annualcreditreport.com or call, toll-free, 1-877-322-8228. You may also directly contact the three major credit reporting bureaus listed above to request a free copy of the credit report.

Additional Information

Consumers may further educate themselves regarding identity theft, fraud alerts, credit freezes, and the steps they can take to protect your personal information by contacting the consumer reporting bureaus, the Federal Trade Commission, or their state Attorney General. The Federal Trade Commission may be reached at: 600 Pennsylvania Avenue NW, Washington, D.C. 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. Consumers can obtain further information on how to file such a complaint by way of the contact information listed above. Consumers have the right to file a police report if they ever experience identity theft or fraud. Please note that in order to file a report with law enforcement for identity theft, consumers will likely need to provide some proof that they have been a victim. Instances of known or suspected identity theft should also be reported to law enforcement and the relevant state Attorney General. This notice has not been delayed by law enforcement.

For District of Columbia residents, the District of Columbia Attorney General may be contacted at: 400 6th Street, NW, Washington, D.C. 20001; 202-727-3400; and oag.dc.gov.

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 <https://www.marylandattorneygeneral.gov/>.

For New Mexico residents, consumers have rights pursuant to the Fair Credit Reporting Act, such as the right to be told if information in their credit file has been used against them, the right to know what is in their credit file, the right to ask for their credit score, and the right to dispute incomplete or inaccurate information. Further, pursuant to the Fair Credit Reporting Act, the consumer reporting bureaus must correct or delete inaccurate, incomplete, or unverifiable information; consumer reporting agencies may not report outdated negative information; access to consumers' files is limited; consumers must give consent for credit reports to be provided to employers; consumers may limit "prescreened" offers of credit and insurance based on information in their credit report; and consumers may seek damages from violators. Consumers may have additional rights under the Fair Credit Reporting Act not summarized here. Identity theft victims and active-duty military personnel have specific additional rights pursuant to the Fair Credit Reporting Act. We encourage consumers to review their rights pursuant to the Fair Credit Reporting Act by visiting www.consumerfinance.gov/f/201504_cfpb_summary_your-rights-under-fcra.pdf, or by writing Consumer Response Center, Room 130-A, Federal Trade Commission, 600 Pennsylvania Ave. N.W., Washington, D.C. 20580.

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.

For Rhode Island residents, the Rhode Island Attorney General may be reached at: 150 South Main Street, Providence, RI 02903; www.riag.ri.gov; and 1-401-274-4400. Under Rhode Island law, individuals have the right to obtain any police report filed in regard to this event. There are approximately 3 Rhode Island residents that may be impacted by this event.

