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May 30, 2023

Idtheft@oag.state.md.us
Maryland State Attorney General

Re: Incident Notification

Dear Sir or Madam:

We are writing on behalf of our client, Over The Top (OTT), to notify your office of a cyber security incident. OTT's headquarters is located at Lake Forest, CA. On November 29, 2022, OTT became aware that one of its buckets on its computer system was publicly accessible on the internet. The bucket contained information for individuals for marketing purposes for OTT's client, The Joint. The Joint is a chiropractic franchise company. OTT immediately began an investigation and shutdown any access to the bucket on its computer system. OTT then installed additional security protocols to ensure that this type of computer file could not be accessed by the public. OTT is not aware of any individual or entity compromising or using this information in any nefarious way. OTT conducted a careful review of the file and determined that the files contained information belonging to 18 Maryland residents, including their names, e-mail addresses, addresses and date of birth. No other personal information was contained in this file.

On May 26, 2023, OTT mailed Notification Letters via the United States Postal Service First Class Mail to the 18 Maryland residents. A copy of the Notification Letter is enclosed. Credit monitoring for two years has been offered. To help prevent something like this from happening again, OTT also worked to further enhance security of its networks.

Please do not hesitate to contact me with any questions regarding this matter.

Very truly yours,

/s/ David J. Shannon

DAVID J. SHANNON

DJS/kr

LEGAL/153728923.v1



P.O. Box 989728
West Sacramento, CA 95798-9728

To Enroll, Please Call:
1-888-220-4665
Or Visit:
<https://response.idx.us/overthetop>
Enrollment Code: <<Enrollment Code>>

<<First Name>> <<Last Name>>
<<Address1>>
<<Address2>>
<<City>>, <<State>> <<Zip>>

May 26, 2023

Dear <<First Name>> <<Last Name>>,

Over The Top Marketing (OTTM) is committed to customer privacy and data security is our top priority. We are writing to provide you notice with an incident that may have impacted some of your personal information. OTTM provides marketing services to The Joint Corp. – which operates *The Joint Chiropractic* franchise system – and to its independent franchise owners.

We discovered on November 29, 2022, that an unauthorized person entered our system and gained access to a limited amount of personal information related to some of our customers, including some who have visited a *The Joint Chiropractic* clinic (or who may have submitted information to possibly visit a clinic in the future). This data was being used by OTTM on behalf of The Joint Corp and its franchise owners for marketing purposes. The information contained in the data that was subject to unauthorized access may have included your name, address, email address and birth date. The data was only publicly available from October 3, 2022 until November 29, 2022. While we are unaware of any misuse of your information, we want to provide you with details regarding the incident, our response, and resources available to you to safeguard your identity from possible misuse.

However, please rest assured that no health information, Social Security numbers or credit card information was accessed. We have confirmed that the computer system vulnerability has been corrected and have implemented enhanced security measures to help prevent this type of incident from recurring.

If you have any concerns about your credit, to order your annual free credit report, please visit www.annualcreditreport.com, or call toll-free 1-877-322-8228. You may also purchase a copy of your credit report by contacting one or more of the three national credit reporting agencies listed below.

Equifax:	P.O. Box 740241, Atlanta, Georgia 30374-0241, 1-800-685-1111, www.equifax.com
Experian:	P.O. Box 2002, Allen, TX 75013, 1-888-397-3742, www.experian.com
TransUnion:	P.O. Box 2000, Chester, PA 19016, 1-800-888-4213, www.transunion.com

In addition, we are offering identity theft protection services through IDX, the data breach and recovery services expert. IDX identity protection services include: <<12 months/24 months>> of credit and CyberScan monitoring, a \$1,000,000 insurance reimbursement policy, and fully managed id theft recovery services. With this protection, IDX will help you resolve issues if your identity is compromised.

What You Can Do

We encourage you to contact IDX with any questions and to enroll in the free identity protection services by calling 1-888-220-4665 or going to <https://response.idx.us/overthetop> and using the Enrollment Code provided above. IDX representatives are available Monday through Friday from 9 am - 9 pm Eastern Time. Please note the deadline to enroll is August 26, 2023.

Again, at this time, there is no evidence that your information has been misused. However, we encourage you to take full advantage of this service offering. IDX representatives have been fully versed on the incident and can answer questions or concerns you may have regarding protection of your personal information.

For More Information

You will need to reference the enrollment code at the top of this letter when calling or enrolling online, so please do not discard this letter.

We apologize for any inconvenience or concern this incident may cause. Please call 1-888-220-4665 or go to <https://response.idx.us/overthetop> for assistance or for any additional questions you may have.

Thank you,

Over The Top Marketing Corporation