



MULLEN
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426 W. Lancaster Avenue, Suite 200
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June 22, 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 Pure Project Management, LLC (“PurePM”) located at 2926 Richmond Street, Philadelphia, PA 19134, and write 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, PurePM 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 February 6, 2023, PurePM discovered suspicious activity involving an employee email account. PurePM immediately secured the account involved and launched an investigation with the assistance of third-party computer forensics specialists to determine the full nature and scope of the incident. Through this investigation, PurePM determined that one (1) email account was subject to unauthorized access between January 9, 2023, and February 8, 2023. PurePM therefore undertook a comprehensive review of the contents of the affected account to determine what information was contained therein and to whom it relates. Through the review, on or about May 12, 2023, PurePM determined that residents of Maryland may have had information impacted by this event. The information that could have been subject to unauthorized access includes name, date of birth and driver’s license number.

Notice to Maryland Residents

On June 22, 2023, PurePM began mailing individuals 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, PurePM moved quickly to investigate and respond to the incident, assess the security of its systems, and identify potentially affected individuals. PurePM is also working to implement additional safeguards and is providing individuals whose personal information was potentially affected by this incident with access to credit monitoring services for twenty-four (12) months through IDX at no cost to the individuals.

PurePM is providing impacted individuals with guidance on how to better protect against identity theft and fraud. PurePM 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.

Contact Information

Should you have any questions regarding this notification or other aspects of the data security event, please contact us at (267) 930-4259.

Very truly yours,

A handwritten signature in black ink, appearing to read "Colin Scanlon".

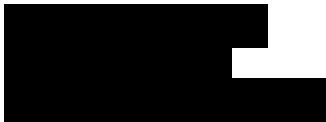
Colin Scanlon of
MULLEN COUGHLIN LLC

CDS/gpm
Enclosure

EXHIBIT A



2926 Richmond Street
Philadelphia, PA 19134.



To Enroll, Please Call:

1-800-939-4170

Or Visit:

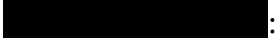
<https://app.idx.us/account-creation/protect>

Enrollment Code:



Notice of Data Event

June 22, 2023

Dear :

Pure Project Management, LLC ("PurePM") is writing to notify you of an incident that may affect the privacy of some of your information. We are providing details of the incident and the resources available to you to help protect your information should you feel it is appropriate to do so.

What Happened? On February 6, 2023, PurePM discovered suspicious activity involving an employee email account. We immediately secured the account involved and launched an investigation with the assistance of third-party computer forensics specialists to determine the full nature and scope of the incident. Through this investigation, we determined that one (1) email account was subject to unauthorized access between January 9, 2023, and February 8, 2023. We therefore undertook a comprehensive review of the contents of the affected account to determine what information was contained therein and to whom it relates. Through the review, on or about May 12, 2023, we determined that information related to you was present in the affected email account and could have been accessed.

What Information Was Involved? We are notifying you out of an abundance of caution and providing information and resources to help protect your personal information. The following types of your information may have been impacted: date of birth and driver's license number.

What We Are Doing. Upon discovery of this incident, we immediately took steps to secure the email account and conducted a diligent investigation to confirm the nature and scope of the incident. As part of PurePM's ongoing commitment to the security of information, our policies and procedures regarding information security are being reviewed and enhanced, and additional safeguards have been implemented.

As an added precaution, we are also offering you access to complimentary credit monitoring and identity theft restoration services for twelve (12) months through IDX. You will need to enroll yourself in these services if you wish to do so, as we are not able to activate them on your behalf. Please review the instructions contained in the attached *Steps You Can Take to Help Protect Your Personal Information* for additional information on these services.

What You Can Do. We encourage you to remain vigilant against incidents of identity theft and fraud, to monitor your account statements to detect errors, and to review your credit reports for suspicious activity. You may also review the enclosed *Steps You Can Take to Help Protect Your Personal Information* for additional guidance to better protect against the possibility of identity theft and fraud. We also encourage you to enroll in the complimentary credit monitoring services we are offering you.

For More Information. We understand you may have questions about this incident that are not addressed in this letter. If you have questions, please call 215-313-0966 between 9:00 AM and 5:00 PM ET Monday through Friday excluding major U.S. holidays. Additionally, you can write to us at Pure Project Management, LLC, 2926 Richmond Street, Philadelphia, PA 19134.

We continue to devote significant resources to protect and maintain the confidentiality of information entrusted to us and regret any inconvenience or concern this may cause you.

Sincerely,

Jim McPhilemy
Partner
Pure Project Management, LLC

STEPS YOU CAN TAKE TO HELP PROTECT YOUR PERSONAL INFORMATION

Enroll in [Credit/Identity] Monitoring

- 1. Website and Enrollment.** Go to <https://app.idx.us/account-creation/protect> and follow the instructions for enrollment using your Enrollment Code provided at the top of the letter. Please note the deadline to enroll is February 1, 2024.
- 1. Activate the credit monitoring** provided as part of your IDX identity protection membership. The monitoring included in the membership must be activated to be effective. Note: You must have established credit and access to a computer and the internet to use this service. If you need assistance, IDX will be able to assist you.
- 2. Telephone.** Contact IDX at **1-800-939-4170** to gain additional information about this event and speak with knowledgeable representatives about the appropriate steps to take to protect your credit identity.

IDX Identity will include one-year enrollments into the following service components:

SINGLE BUREAU CREDIT MONITORING - Monitoring of credit bureau for changes to the member's credit file such as new credit inquiries, new accounts opened, delinquent payments, improvements in the member's credit report, bankruptcies, court judgments and tax liens, new addresses, new employers, and other activities that affect the member's credit record.

CYBERSCANTM - Dark Web monitoring of underground websites, chat rooms, and malware, 24/7, to identify trading or selling of personal information like SSNs, bank accounts, email addresses, medical ID numbers, driver's license numbers, passport numbers, credit and debit cards, phone numbers, and other unique identifiers.

IDENTITY THEFT INSURANCE - Identity theft insurance will reimburse members for expenses associated with restoring their identity should they become a victim of identity theft. If a member's identity is compromised, the policy provides coverage for up to \$1,000,000, with no deductible, from an A.M. Best "A-rated" carrier. Coverage is subject to the terms, limits, and/or exclusions of the policy.

FULLY-MANAGED IDENTITY RECOVERY - ID Experts' fully-managed recovery service provides restoration for identity theft issues such as (but not limited to): account creation, criminal identity theft, medical identity theft, account takeover, rental application, tax fraud, benefits fraud, and utility creation. This service includes a complete triage process for affected individuals who report suspicious activity, a personally assigned IDCare Specialist to fully manage restoration of each case, and expert guidance for those with questions about identity theft and protective measures.

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 may need to provide the following information, depending on whether you make the request online, by phone, or by mail:

1. Full name (including middle initial as well as Jr., Sr., II, III, etc.);
1. Social Security number;
2. Date of birth;
3. Addresses for the prior two to five years;
4. Proof of current address, such as a current utility bill or telephone bill;
5. A legible photocopy of a government-issued identification card (state driver’s license or ID card, etc.);
6. Social Security Card, pay stub, or W2;
7. If you are a victim of identity theft, include a copy of either the police report, investigative report, or complaint to a law enforcement agency concerning 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
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

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.