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Plymouth, MN 55441
1-800-836-3960



wealthenhancement.com

VIA email to idtheft@oag.state.md.us

Office of the Maryland Attorney General
200 St. Paul Place
Baltimore, MD 21202

June 27, 2023

RE: Wealth Enhancement Group Data Systems Security Incident

Dear Sir/Madam:

I am writing to notify you that Wealth Enhancement Group ("WEG") suffered a security incident resulting in the potential unauthorized access of personal information of eleven Maryland residents.

We recently discovered that a standalone server in one of our advisor team offices was impacted by a cybersecurity incident. On April 26, 2023, WEG IT personnel noticed that the server was unresponsive. We promptly engaged outside counsel, who in turn retained a leading digital-forensics firm to assist them in the investigation. Based on our investigation to date, we believe that an unauthorized person gained access to the server on or around April 4th, and it appears that the server was impacted on April 24th. Once we identified the data that may have been affected, we immediately engaged a data-review firm to determine what personal information, if any, was in those files. We received those results on June 1st. Since then, we have been working to assess our notification obligations and locate correct contact information for the affected individuals.

Having reviewed the data, we have reason to believe that an unauthorized person may have accessed digital, non-encrypted personal information of eleven Maryland residents. The information that the unauthorized person may have been able to access may have included full name, address, date of birth, phone number, email address, Social Security number, driver's license number or state identification number, or financial account numbers. Our investigation continues. At this time, we have no reason to believe the information was, or will be, misused.

Consistent with our obligations under state law, we started mailing individual written notice to the affected individuals on June 28, 2023. We have attached a template of the notice we are providing to the affected Maryland residents. In that letter, we provide the individual with 24 months of credit-monitoring, and a toll-free number is available to field any questions individuals have about the incident. In addition, we are also sending a letter to the three main Consumer Reporting Agencies (Experian, TransUnion, and Equifax) about the incident.

Since the incident, WEG has taken a variety of measures in response beyond terminating the unauthorized access and working with industry experts to investigate. Specifically, the affected machines were taken offline and shutdown, passwords were changed/strengthened, and new technical safeguards were adopted. We also conducted an audit of all other WEG locations to ensure that any local servers were also taken offline. In addition, we reported the incident to law enforcement.

Please contact me if you have any questions or need any additional information regarding this incident.

Sincerely,

A handwritten signature in cursive script that reads "Bill Rice".

Bill Rice
Chief Legal Officer
Wealth Enhancement Group



Return mail will be processed by: IBC
PO Box 847 • Holbrook, NY 11741



June 28, 2023

NOTICE OF DATA BREACH
Please read this entire letter

Dear 

At Wealth Enhancement Group, protecting client data and privacy is our highest priority. As you likely know, cybersecurity-related incidents are on the rise. Out of an abundance of caution, we wanted to notify you that an unauthorized person recently accessed a standalone computer system at one of Wealth Enhancement Group's offices. The system contained a very limited amount of client information.

Following our investigation, we have concluded that your nonpublic personal information may have been accessed by an unauthorized person as a result of this incident. We recognize the concern this may cause, and we want to inform you of the steps we have taken and provide you with information on how you can further protect your personal information.

WHAT HAPPENED?

We recently discovered that a standalone server in one of our advisor team offices was impacted by a cybersecurity incident. The incident had minimal impact on the office's operations. The office remains fully functional, and the incident had no impact on our broader systems.

Based on our investigation to date, we believe that an unauthorized person gained access to the server sometime in April 2023, and it appears that the server was impacted on April 24. On April 26, IT personnel noticed that the server was unresponsive. We immediately began our investigation, and on April 28 determined that the incident was a cyberattack that might have impacted nonpublic personal information. We conducted a thorough investigation into the scope of the incident and the potential impact to you and wanted to provide you with this notification in a timely manner. While personal information was maintained on the impacted server, we have not confirmed that your specific information was accessed. Nevertheless, we want to be transparent and cautious by making you aware of the situation.

Advisory services offered through Wealth Enhancement Advisory Services, LLC (WEAS), a registered investment advisor. Certain investment advisor representatives of WEAS are also registered representatives of and offer securities through LPL Financial, member FINRA/SIPC. Wealth Enhancement Group® and WEAS are separate entities from LPL.

WHAT ARE WE DOING?

After becoming aware of this incident, we took prompt action to secure the server to help ensure that the unauthorized person no longer had access. We also took additional steps to contain the situation, including engaging outside information security and technology experts to assist in our review and investigation of the incident. As part of this investigation, our internal information security and technology experts were engaged to determine what, if any, information may have been able to be accessed. We also notified law enforcement, which did not delay this notice.

We are offering a complimentary 24 month credit monitoring and identity theft protection package through Experian IdentityWorksSM. To activate your membership and begin monitoring your personal information please follow the steps found in Attachment 1 of this letter.

In addition to our existing security measures, we have reviewed and implemented additional options to enhance our technology and security practices to reduce the risk of a similar situation occurring in the future.

WHAT INFORMATION MAY HAVE BEEN INVOLVED?

The information that the unauthorized person may have been able to access may have included full name, address, date of birth, phone number, email address, Social Security number, driver's license number or state identification number, or financial account numbers.

WHAT YOU CAN DO

In addition to using the credit monitoring and identity theft protection described in Attachment 1 of this letter, we recommend that you remain vigilant for incidents of fraud and identity theft by reviewing your account statements and monitoring free credit reports. Promptly report any fraudulent activity or any suspected incidents of identity theft to your financial institutions or company with which the account is maintained, as well as applicable authorities, including local law enforcement, your state attorney general and the Federal Trade Commission ("FTC"). Individuals also have the right to obtain a police report in the event one has been created for this incident.

Additionally, to minimize the risk of tax return fraud, the FTC and the IRS both generally recommend that individuals file their income taxes for each year as early as possible.

Please note that we will not email or call you regarding this incident to ask for your personal information. We suggest that you remain cautious when opening emails, clicking on links, responding to requests for entering network credentials, or giving personal information over the phone to anyone claiming to be from Wealth Enhancement Group.

FOR MORE INFORMATION

We are strongly committed to protecting your personal information, and we apologize for any concern this incident has caused. For further information and assistance, please contact your financial advisor, or call 866-896-9882 Monday – Friday, 9:00 am - 7:00 pm Eastern Time to be directed to your financial advisor.

Sincerely,



Jeff Dekko
Chief Executive Officer
Wealth Enhancement Group

ATTACHMENT 1 - OTHER IMPORTANT INFORMATION

CREDIT MONITORING & IDENTITY THEFT PROTECTION SERVICES

We are offering a complimentary 24 month credit monitoring and identity theft protection package through Experian. To activate your membership and start monitoring your personal information please follow the steps below:

- Visit the Experian IdentityWorks website to enroll: <https://www.experianidworks.com/3bplus>
- Provide your activation code: [REDACTED]
- Ensure that you enroll by: **9/23/2023** (Your code will not work after this date.)

If you have questions about the product, need assistance with identity restoration or would like an alternative to enrolling in Experian IdentityWorks online, please contact Experian's customer care team at 1-877-890-9332 by **9/23/2023**. Be prepared to provide engagement number [REDACTED] as proof of eligibility for the identity restoration services by Experian.

SECURITY FREEZE & FRAUD ALERTS

You can obtain additional information from the FTC and national credit reporting agencies about placing a security freeze on your credit files and fraud alerts. You may want to consider placing a fraud alert on your credit report. An initial fraud alert is free and will stay on your credit file for at least 90 days. The alert informs creditors of possible fraudulent activity within your report and requests that the creditor contact you prior to establishing any accounts in your name.

ADDITIONAL INFORMATION ON CREDIT MONITORING & IDENTITY THEFT

You can obtain information from these sources about preventing identity theft:

Federal Trade Commission
600 Pennsylvania Avenue NW
Washington, DC 20580
www.ftc.gov/idtheft
1-877-ID-THEFT (1-877-438-4338)

Take Charge: Fighting Back Against Identity Theft. This is a comprehensive guide from the FTC to help you guard against and deal with identity theft: <https://www.identitytheft.gov/>.

CREDIT BUREAUS

You may obtain a free copy of your credit report from each of the three major credit reporting agencies once every 12 months by visiting www.annualcreditreport.com, calling 1-877-322-8228, or by completing an Annual Credit Report Request Form and mailing it to Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348. You can print a copy of the request form at www.annualcreditreport.com/manualRequestForm.action.

You may also decide to purchase a copy of your credit report by contacting one of the three national credit reporting agencies listed here:

Equifax
1-800-685-1111
www.equifax.com/CreditReport
Assistance
P.O. Box 740241
Atlanta, GA 30374

Experian
1-888-397-3742
www.experian.com
P.O. Box 2002
Allen, TX 75013

TransUnion
1-800-888-4213
www.transunion.com/fraud
P.O. Box 1000
Chester, PA 19016

For Maryland Residents: the Maryland Attorney General may be contacted at: Office of the Attorney General, 200 St. Paul Place, 25th Floor, Baltimore, MD 21202; (888) 743-0023; www.marylandattorneygeneral.gov.

Review the Fair Credit Reporting Act – You also have certain rights under the Fair Credit Reporting Act (FCRA), including the right to know what is in your file, to dispute incomplete or inaccurate information, and to have consumer reporting agencies correct or delete inaccurate, incomplete, or unverifiable information. For more information about the FCRA, and your rights pursuant to the FCRA, please visit: <https://www.consumer.ftc.gov/articles/pdf-0096-fair-credit-reporting-act.pdf>.