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July 7, 2023

VIA WEB PORTAL

Attorney General Brian E. Frosh
Office of the Attorney General
Attn: Security Breach Notification
200 St. Paul Place
Baltimore, MD 21202
Email: Idtheft@oag.state.md.us

Re: Notification of Data Security Incident

Dear Attorney General Frosh:

We represent Morse Moving & Storage Inc. ("Morse Moving"), a moving and storage company headquartered in Romulus, Michigan, in conjunction with a data security incident described in greater detail below. The purpose of this letter is to notify you of the incident in accordance with Maryland's data breach notification law.

1. Nature of the Security Incident

On March 31, 2023, Morse Moving detected unusual activity within its digital environment. Upon discovering this activity, Morse Moving immediately took steps to secure its network and promptly launched an investigation. In so doing, Morse Moving engaged independent digital forensics and incident response experts to determine what happened and to identify any information that may have been impacted. The investigation revealed that some files may have been accessed or acquired without authorization. Morse Moving subsequently initiated a comprehensive review of the affected files to determine whether they contained personal information belonging to employees. Following a thorough investigation, on June 23, 2023, Morse Moving determined that certain personal information was involved in the incident, identified those individuals potentially affected, and worked diligently to effectuate notification. The data elements potentially impacted by this incident include name and Social Security number.

2. Number of Maryland Residents Affected

Morse Moving will notify one (1) Maryland resident of this incident via first-class U.S. mail on July 7, 2023. A sample copy of the notification letter is attached hereto.

3. Steps Taken Relating to the Incident

Morse Moving has implemented additional security features in an effort to prevent a similar incident from occurring in the future. Morse Moving is also offering the potentially impacted individuals' credit and identity monitoring at no cost through IDX to ensure their information is protected.

4. Contact Information

Morse Moving remains dedicated to protecting the personal information in its possession. If you have any questions or need additional information, please do not hesitate to contact me at 917.414.8991 or by email at meaplomatidis@constangy.com.

Regards,

/s/ Maria Efaplomatidis

Maria Efaplomatidis of
CONSTANGY, BROOKS, SMITH & PROPHETE,
LLP

Enc.: Sample Consumer Notification Letter

MORSE COMPANIES

Morse Moving International / Morse Moving & Storage

4145 SW Watson Ave
Suite 400
Beaverton, OR 97005

To Enroll, Please Call:

1-800-939-4170

Or Visit:

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

Enrollment Code:

<<XXXXXXXX>>

<<Name 1>> <<Name 2>>

<<Address 1>>

<<Address 2>>

<<City>>, <<State>> <<Zip>>

<<Country>>

July 7, 2023

Subject: Notice of Data <<Variable Text 1: Security Incident/Breach>>

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

Morse Moving and Storage Inc. ("Morse Moving") is writing to inform you of a data security incident that may have involved your personal information. Morse Moving is a moving and storage company located in Romulus, Michigan. Morse Moving takes the privacy and security of the personal information in our possession very seriously. This is why we are notifying you of the incident, providing you with steps you can take to protect your information, and offering you the opportunity to enroll in complimentary credit monitoring and identity protection services.

What Happened? On May 31, 2023, Morse Moving was alerted to suspicious activity within its network environment. Morse Moving immediately took steps to secure its network environment and engaged cybersecurity experts to conduct an investigation. The investigation determined that an unknown actor gained access to and may have obtained data from the Morse Moving network without authorization. After a thorough investigation, on June 23, 2023, it was determined that some of your personal information was present in the account and may have been involved in the incident. There is no reason to believe that any information potentially involved in this incident has been misused. Nonetheless, we are providing you with steps you can take to protect your information, including the ability to enroll in complimentary credit and identity protection services.

What Information Was Involved? The personal information involved may have included your name and your Social Security number.

What We Are Doing. As soon as we discovered the incident, we took the steps referenced above. We also implemented additional security features to protect our email environment and reduce the risk of a similar incident occurring in the future. We also reported this incident to federal law enforcement and will provide whatever cooperation is necessary to hold the perpetrators accountable, if possible. We are notifying you of this event and advising you about steps you can take to help protect your information.

Additionally, Morse Moving is offering you the opportunity to enroll in complimentary credit monitoring and identity protection services for <<Variable Text 2: 12/24>> months through IDX, A ZeroFox Company, the data breach and recovery services expert. The IDX services, which are free to you upon enrollment, include a subscription for the following: IDX credit report at sign up, credit monitoring, fully managed identity recovery services, and \$1 million in identity theft insurance coverage. With this protection, IDX will help you resolve issues if your identity is compromised.

What You Can Do. It is recommended that you review the guidance included with this letter about how to protect your personal information. In addition, it is recommended that you enroll in the complimentary identity protection services being offered through IDX to further protect your personal information. To receive credit monitoring services, you must be over the age of 18 and have established credit in the United States, have a Social Security number in your name, and have a U.S. residential address associated with your credit file.

To enroll in the complimentary identity protection services provided through IDX, please call 1-800-939-4170 Monday through Friday from 8:00 am – 8:00 pm Central Time, or visit <https://app.idx.us/account-creation/protect> and insert the Enrollment Code provided above. Please note the deadline to enroll in these complimentary services is October 7, 2023. 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.

For More Information. If you have questions about the complimentary services or need assistance, please contact customer service for IDX at 1-800-939-4170. IDX representatives are available Monday through Friday from 6:00 am – 6:00 pm Pacific Time. IDX representatives have been fully versed on the incident and can answer questions or concerns you may have regarding protection of your personal information.

On behalf of Morse Moving, please accept our sincere apologies and know that we deeply regret any concern or inconvenience this matter may cause you.

Sincerely,

Dave Morse

Dave Morse
President
Morse Moving and Storage Inc.

ADDITIONAL STEPS YOU CAN TAKE TO FURTHER PROTECT YOUR INFORMATION

Review Your Account Statements and Notify Law Enforcement of Suspicious Activity: As a precautionary measure, we recommend that you remain vigilant by reviewing your account statements and monitoring free credit reports closely for errors and by taking other steps appropriate to protect accounts, including promptly changing passwords. If you detect any suspicious activity on an account, you should promptly notify the financial institution or company with which the account is maintained for remediation assistance or contact a remediation service provider. You also should promptly report any fraudulent activity or any suspected incidence of identity theft to proper law enforcement authorities, your state attorney general, and/or the Federal Trade Commission (FTC). You should also contact your local law enforcement authorities and file a police report. Obtain a copy of the police report in case you are asked to provide copies to creditors to correct your records. Contact information for the Federal Trade Commission is as follows:

- *Federal Trade Commission*, Consumer Response Center, 600 Pennsylvania Ave, NW, Washington, DC 20580, 1-877-IDTHEFT (438-4338), www.consumer.ftc.gov, www.ftc.gov/idtheft.

Copy of Credit Report: 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 <http://www.annualcreditreport.com/>, calling toll-free 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 this form at <https://www.annualcreditreport.com/cra/requestformfinal.pdf>. You also can contact one of the following three national credit reporting agencies:

- *Equifax*, P.O. Box 740241, Atlanta, GA 30374, 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 1000, Chester, PA 19016, 1-800-916-8800, www.transunion.com.

Fraud Alerts: There are two kinds of general fraud alerts you can place on your credit report—an initial alert and an extended alert. You may want to consider placing either or both fraud alerts 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. You may have an extended alert placed on your credit report if you have already been a victim of identity theft and provide the appropriate documentary proof. An extended fraud alert is also free and will stay on your credit report for seven years. To place a fraud alert on your credit report, contact any of the three credit reporting agencies identified above. Additional information is available at <http://www.annualcreditreport.com>. Military members may also place an Active Duty Military Fraud Alert on their credit reports while deployed. An Active Duty Military Fraud Alert lasts for one year and can be renewed for the length of your deployment.

Credit or Security Freezes: Under U.S. law, you have the right to put a credit freeze, also known as a security freeze, on your credit file, for up to one year at no cost. The freeze will prevent new credit from being opened in your name without the use of a PIN number that is issued to you when you initiate the freeze. A security freeze is designed to prevent potential creditors from accessing your credit report without your consent. As a result, using a security freeze may interfere with or delay your ability to obtain credit. You must separately place a security freeze on your credit file with each credit reporting agency. There is no fee to place or lift a security freeze. For information and instructions on how to place a security freeze, contact any of the credit reporting agencies or the Federal Trade Commission identified above. In order to place a security freeze, you may be required to provide the consumer reporting agency with information that identifies you including your full name, Social Security number, date of birth, current and previous addresses, a copy of your state-issued identification card, and a recent utility bill, bank statement or insurance statement. After receiving your freeze request, each credit bureau will provide you with a unique PIN or password. Keep the PIN or password in a safe place as you will need it if you choose to lift the freeze.

A freeze remains in place until you ask the credit bureau to temporarily lift it or remove it altogether. If the request is made online or via phone, a credit bureau must lift the credit freeze within an hour. If the request is made by mail, then the bureau must lift the freeze no later than three business days after receiving your request.

IRS Identity Protection PIN: You can obtain an identity protection PIN (IP PIN) from the IRS that prevents someone else from filing a tax return using your Social Security number. The IP PIN is known only to you and the IRS and helps the IRS verify your identity when you file your electronic or paper tax return. You can learn more and obtain your IP PIN here: <https://www.irs.gov/identity-theft-fraud-scams/get-an-identity-protection-pin>.

You also have certain rights under the Fair Credit Reporting Act (FCRA): These rights include the right to know what is in your file; to dispute incomplete or inaccurate information; 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 http://files.consumerfinance.gov/f/201504_cfpb_summary_your-rights-under-fcra.pdf.

Additional Free Resources: You can obtain information from the consumer reporting agencies, the FTC, or from your respective state attorney general about fraud alerts, security freezes, and steps you can take toward preventing identity theft. You may report suspected identity theft to local law enforcement, including to the FTC or to the attorney general in your state.

Additional information:

District of Columbia: The Office of the Attorney General for the District of Columbia can be reached at 400 6th Street, NW, Washington, DC 20001; 202-727-3400; oag@dc.gov

California: The California Attorney General can be reached at: 1300 "I" Street, Sacramento, CA 95814-2919; 800-952-5225; <http://oag.ca.gov/>

Maryland: The Maryland Attorney General can be reached at: 200 St. Paul Place Baltimore, MD 21202; 888-743-0023; oag@state.md.us or IDTheft@oag.state.md.us

North Carolina: The North Carolina Attorney General's Office, Consumer Protection Division, can be reached at: 9001 Mail Service Center Raleigh, NC 27699-9001; 877-5-NO-SCAM (Toll-free within North Carolina); 919-716-6000; www.ncdoj.gov

New York: The New York Attorney General can be reached at: Bureau of Internet and Technology Resources, 28 Liberty Street, New York, NY 10005; 212-416-8433; <https://ag.ny.gov/>

Rhode Island: The total number of individuals receiving notification of this incident is 0. The Rhode Island Attorney General can be reached at: 150 South Main Street Providence, RI 02903, <http://www.riag.ri.gov>

Texas: The Texas Attorney General can be reached at: 300 W. 15th Street, Austin, Texas 78701; 800-621-0508; texasattorneygeneral.gov/consumer-protection/

Vermont: The Vermont Attorney General's Office can be reached at: 109 State Street, Montpelier, VT 05609; 802-828-3171; ago.info@vermont.gov