

Buffalo
New York
Washington D.C.



www.octillolaw.com

August 11, 2023

VIA Email only to ldtheft@oag.state.md.us

Office of the Attorney General
Attn: Security Breach Notification
200 St. Paul Place
Baltimore, MD 21202

Dear Sir or Madam:

On behalf of Carlisle Wide Plank Floors ("Carlisle"), and pursuant to the Personal Information Protection Act ("PIPA"), Md. CodeAnn. Comm. Law 14-3504, this letter provides notice of a recent data security incident. By providing this notice, Carlisle does not waive any rights or defenses regarding the applicability of Maryland law, including the applicability of the Maryland data notification laws or personal jurisdiction.

On April 26, 2023, Carlisle became aware of a security incident in which company data, including information pertaining to former and active workforce members and their dependents and/or beneficiaries, was acquired by an unauthorized actor. After becoming aware of the issue, Carlisle took immediate steps to secure their network environment, confirm that no unauthorized actors had any continued access to Carlisle data, and engaged leading data security and privacy professionals to lead an investigation into the scope of information subject to unauthorized acquisition or access. While the unauthorized activity was detected and addressed on April 26, 2023, some individuals in this jurisdiction were notified preliminarily in May 2023, but it was July 14, 2023, that the investigative determination was made that personal information was affected, thereby constituting a breach in this jurisdiction.

In total, Carlisle has identified seven (7) Maryland residents who may have been impacted by the security incident. The personal information identified in relation to these individuals is: date of birth, social security number, driver's license or state ID number, taxpayer identification number, worker's compensation information, and health insurance information.

Since the incident, Carlisle took numerous steps to recover from the criminal attack and bolster its security program, including instituting mandatory password resets for all employees, increasing the frequency of password rotation from ninety (90) to sixty (60) days, enhancing its endpoint detection and threat hunting measures, and strengthening employee awareness of security risks.

Attached for your convenience is a copy of the template notification that was sent to the impacted Maryland residents, today, August 11, 2023.

Notice of Security Incident
August 11, 2023
Page 2

Please feel free to contact me with any questions at 716-898-2102 or dgreene@octillolaw.com.

Sincerely,

A handwritten signature in black ink, appearing to read 'D. Greene', with a stylized flourish extending to the right.

Daniel P. Greene Esq.
Certified Information Privacy Professional, United States (CIPP/US)
Certified Information Privacy Professional, Europe (CIPP/E)

Encl.



**CW
PF** **CARLISLE**
wide plank floors®

HANDCRAFTED  **IN AMERICA**

August 11, 2023



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APT ABC

123 ANY STREET

ANYTOWN, ST 12345-6789



Notification Regarding Recent Security Incident

Dear Sample,

We are writing to provide information to you regarding a recent security incident at Carlisle Wide Plank Floors (“Carlisle”), which may have impacted your personal information. As stated below, we are not aware of any misuse of your information, such as identity theft or fraud, but we are providing this notice to give you additional details about the incident and steps you can take to further protect your information.

What Happened?

In late April 2023, Carlisle became aware that an individual had gained unauthorized access to our network and certain Carlisle data. Upon becoming aware of the incident, Carlisle took immediate action to investigate the matter further with the assistance of law enforcement, confirm that the Carlisle network was secure, and to assess the scope of information impacted. Carlisle also retained leading data security and privacy professionals to assist in their investigation. Now that our investigation has concluded, we have been able to confirm that the scope of Carlisle data impacted by this incident involved some of your personal information. We are unaware of any misuse of any information related to this incident, including identity theft or fraud.

What Information Was Involved?

Based on our investigation, we were able to determine that this incident involved the following information about you: name; address; [Extra1].

What We Are Doing.

We take this event and the security of information in our care seriously. Upon identifying this incident, we immediately implemented measures to further improve the security of our systems and practices. We worked with a leading privacy and security firm to aid in our investigation and response, and we are reporting this incident to relevant government agencies.

Additionally, as an added precaution to help protect your identity, we are offering you complimentary credit monitoring at no cost to you. To activate your membership and start monitoring your personal information, please follow the steps below.

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Identity Monitoring Enrollment Instructions:

To help protect your identity, Carlisle is offering a complimentary 2-year membership with Experian's® IdentityWorksSM. If you believe there was fraudulent use of your 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 3 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 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 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:

- You must **enroll by November 30, 2023** (Your code will not work after this date.)
- **Visit** the Experian IdentityWorks website to enroll: <https://www.experianidworks.com/credit>
- 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 833-475-1818 by November 30, 2023. Be prepared to provide engagement number B100496 as proof of eligibility for the Identity Restoration services by Experian.

ADDITIONAL DETAILS REGARDING YOUR 24-MONTH EXPERIAN IDENTITYWORKS MEMBERSHIP

A credit card is not required for enrollment in Experian IdentityWorks. You can contact Experian immediately regarding any fraud issues, and have access to the following features once you enroll in Experian IdentityWorks:

- **Experian credit report at signup:** See what information is associated with your credit file. Daily credit reports are available for online members only.*
- **Credit Monitoring:** Actively monitors Experian file for indicators of fraud.
- **Identity Restoration:** Identity Restoration specialists are immediately available to help you address credit and non-credit related fraud.
- **Experian IdentityWorks ExtendCARETM:** You receive the same high-level of Identity Restoration support even after your Experian IdentityWorks membership has expired.
- **\$1 Million Identity Theft Insurance^{**}:** Provides coverage for certain costs and unauthorized electronic fund transfers.

What Can You Do?

Once you enroll, credit monitoring services are available to you at no cost for 24 months. However, it is always recommended that you regularly monitor free credit reports and review account statements, and that you report any suspicious activity to financial institutions. Please also review the “Additional Resources” section included with this letter, which outlines other resources you can utilize to protect your information.

For More Information:

If you have any other questions about this letter, please call us at 603-446-3937, Monday through Friday, from 8:00 a.m. to 5:00 p.m. Eastern Time (excluding some U.S. national holidays).

Sincerely,



Chris Sy
President
Carlisle Wide Plank Floors

* Offline members will be eligible to call for additional reports quarterly after enrolling.

** The Identity Theft Insurance is underwritten and administered by American Bankers Insurance Company of Florida, an Assurant company. Please refer to the actual policies for terms, conditions, and exclusions of coverage. Coverage may not be available in all jurisdictions.



ADDITIONAL RESOURCES

Contact information for the three nationwide credit reporting agencies:

Equifax, PO Box 740241, Atlanta, GA 30374, www.equifax.com, 1-800-685-1111

Experian, PO Box 2104, Allen, TX 75013, www.experian.com, 1-888-397-3742

TransUnion, PO Box 2000, Chester, PA 19022, www.transunion.com, 1-800-888-4213

Free Credit Report. It is recommended that you remain vigilant for incidents of fraud and identity theft by reviewing account statements and monitoring your credit report for unauthorized activity. You may obtain a copy of your credit report, free of charge, once every twelve (12) months from each of the three nationwide credit reporting agencies.

To order your annual free credit report please visit www.annualcreditreport.com or call toll free at 1-877-322-8228.

You can also order your annual free credit report by mailing a completed Annual Credit Report Request Form (available from the U.S. Federal Trade Commission's ("FTC") website at www.consumer.ftc.gov) to: Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348-5281.

For Colorado, Georgia, Maine, Maryland, Massachusetts, New Jersey, Puerto Rico, and Vermont residents: You may obtain one or more (depending on the state) additional copies of your credit report, free of charge. You must contact each of the credit reporting agencies directly to obtain such additional report(s).

Fraud Alert. You may place a fraud alert in your file by calling one of the three nationwide credit reporting agencies above. A fraud alert tells creditors to follow certain procedures, including contacting you before they open any new accounts or change your existing accounts. For that reason, placing a fraud alert can protect you, but also may delay you when you seek to obtain credit.

Security Freeze. You may obtain a security freeze on your credit report, free of charge, to protect your privacy and ensure that credit is not granted in your name without your knowledge. You may also submit a declaration of removal to remove information placed in your credit report as a result of being a victim of identity theft. You have a right to place a security freeze on your credit report, free of charge, or submit a declaration of removal pursuant to the Fair Credit Reporting and Identity Security Act.

The security freeze will prohibit a consumer reporting agency from releasing any information in your credit report without your express authorization or approval. The security freeze is designed to prevent credit, loans, and services from being approved in your name without your consent. When you place a security freeze on your credit report, you will be provided with a personal identification number, password, or similar device to use if you choose to remove the freeze on your credit report or to temporarily authorize the release of your credit report to a specific party or parties or for a specific period of time after the freeze is in place.

To place a security freeze on your credit report, you may be able to use an online process, an automated telephone line, or a written request to any of the three credit reporting agencies listed above. The following information must be included when requesting a security freeze (note that if you are requesting a credit report for your spouse, this information must be provided for him/her as well): (1) full name, with middle initial and any suffixes; (2) Social Security number; (3) date of birth; (4) current address and any previous addresses for the past five years; and (5) any applicable incident report or complaint with a law enforcement agency or the Registry of Motor Vehicles. The request must also include a copy of a government-issued identification card and a copy of a recent utility bill or bank or insurance statement. It is essential that each copy be legible, and display your name, current mailing address, and the date of issue.

For New Mexico Residents: You may obtain a security freeze on your credit report to protect your privacy and ensure that credit is not granted in your name without your knowledge. You may submit a declaration of removal to remove information placed in your credit report as a result of being a victim of identity theft. You have a right to place a security freeze on your credit report or submit a declaration of removal pursuant to the Fair Credit Reporting and Identity Security Act.

Federal Trade Commission and State Attorneys General Offices. If you believe you are the victim of identity theft or have reason to believe your personal information has been misused, you should immediately contact the Federal Trade Commission and/or the Attorney General's office in your home state. You may also contact these agencies for information on how to prevent or avoid identity theft.

You may contact the **Federal Trade Commission**, Consumer Response Center, 600 Pennsylvania Avenue, NW, Washington, DC 20580, www.ftc.gov/bcp/edu/microsites/idtheft/, 1-877-IDTHEFT (438-4338).

For Alabama Residents: You may contact the Attorney General's Office for the State of Alabama, Consumer Protection Division, 501 Washington Avenue, Montgomery, AL 36104, www.oag.state.md.us, 1-800-392-5658.

For District of Columbia Residents: You may contact the District of Columbia Office of the Attorney General, 400 6th Street NW, Washington, D.C. 20001, consumer.protection@dc.gov, (202) 442-9828.

For Illinois Residents: You may contact the Illinois Office of the Attorney General, 100 West Randolph Street, Chicago, IL 60601, https://illinoisattorneygeneral.gov/about/email_ag.jsp, 1-800-964-3013.

For Iowa Residents: You may contact the Iowa Office of the Attorney General, 1305 E. Walnut Street, Des Moines IA 50319, consumer@ag.iowa.gov, 1-888-777-4590.

For Kansas Residents: You may contact the Kansas Office of the Attorney General, Consumer Protection Division, 120 SW 10th Ave, 2nd Floor, Topeka, KS 66612-1597, <https://ag.ks.gov/>, 1-800-432-2310.

For Kentucky Residents: You may contact the Kentucky Office of the Attorney General, Consumer Protection Division, 1024 Capital Center Drive, Suite 200, Frankfort, Kentucky 40601, www.ag.ky.gov, 1-800-804-7556.

For Maryland Residents: You may contact the Maryland Office of the Attorney General, Consumer Protection Division, 200 St. Paul Place, Baltimore, MD 21202, www.oag.state.md.us, 1-888-743-0023.

For Minnesota Residents: You may contact the Minnesota Office of the Attorney General, Consumer Protection Division, 200 St. Paul Place, Baltimore, MD 21202, www.oag.state.md.us, 1-888-743-0023.

For Missouri Residents: You may contact the Missouri Office of the Attorney General, Consumer Protection, 207 W. High St., P.O. Box 899, Jefferson City, MO 65102, www.ago.mo.gov, 1-800-392-8222.

For New Mexico Residents: You may contact the New Mexico Office of the Attorney General, Consumer Protection Division, 408 Galisteo Street, Villagra Building, Santa Fe, NM 87501, www.nmag.gov, 1-844-255-9210.

For New York Residents: You may contact the New York Office of the Attorney General, Office of the Attorney General, The Capitol, Albany, NY 12224-0341, <https://ag.ny.gov>, 1-800-771-7755.

For North Carolina Residents: You may contact the North Carolina Office of the Attorney General, Consumer Protection Division, 9001 Main Service Center, Raleigh, NC 27699-9001, www.ncdoj.gov, 1-877-566-7266.

For Rhode Island Residents: You may contact the Rhode Island Office of the Attorney General, Consumer Protection Division, 150 South Main Street, Providence, RI 02903, www.riag.gov, 1-401-274-4400.

For Texas Residents: You may contact the Texas Office of the Attorney General, Office of the Attorney General, PO Box 12548, Austin, TX 78711-2548, www.texasattorneygeneral.gov, 1-800-621-0508.

Reporting of identity theft and obtaining a police report. You have the right to obtain any police report filed in the United States in regard to this incident. If you are the victim of fraud or identity theft, you also have the right to file a police report.

For Iowa Residents: You are advised to report any suspected identity theft to law enforcement or to the Iowa Attorney General.

For Massachusetts Residents: You have the right to obtain a police report if you are a victim of identity theft.

For North Carolina Residents: You are advised to report any suspected identity theft to law enforcement or to the North Carolina Attorney General.

For Oregon Residents: You are advised to report any suspected identity theft to law enforcement, the Federal Trade Commission, and the Oregon Attorney General.

For Rhode Island Residents: Under Rhode Island law, you have the right to obtain any police report filed in regard to this incident.



