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November 2, 2023

VIA EMAIL

Attorney General Anthony G. Brown
Office of the Attorney General
St. Paul Plaza
Attn: Security Breach Notification
200 St. Paul Place
Baltimore, MD 21202
Email: Idtheft@oag.state.md.us

Dear Attorney General Brown:

Constangy, Brooks, Smith & Prophete, LLP (“Constangy”) represents Dolly, Inc. (“Dolly”), a provider of on-demand local moving and delivery services headquartered in Seattle, Washington, in connection with an incident described in greater detail below. Dolly hereby reserves all rights and defenses in connection herewith.

1. Nature of the Security Incident

On August 26, 2023, Dolly learned that it had experienced a potential security event and, in response, took immediate steps to secure its network and engage cybersecurity experts to conduct an investigation to determine what happened. Based on that investigation, Dolly learned that an unknown criminal actor gained unauthorized access to its network and acquired certain files, some of which contained individuals’ personal information. Dolly immediately undertook a comprehensive review of the impacted data to determine precisely what may have been affected and the individuals involved. On October 4, 2023, Dolly confirmed that personal information belonging to certain Maryland residents was involved. Dolly then took steps to notify those individuals as quickly as possible.

Please note that Dolly has no current evidence to suggest misuse or attempted misuse of personal information involved.

2. Number of Affected Maryland Residents & Information Involved

The incident involved personal information for approximately thirty-nine (39) Maryland residents. The information involved in the incident included individuals’ names and Social Security numbers.

3. Notification of Affected Individuals

On November 2, 2023, notification letters were mailed to thirty-nine (39) Maryland residents by USPS First Class Mail. The notification letter provides resources and steps individuals can take to help protect their information. The notification letter also offers 12 months of complimentary identity protection services to each individual whose personal information was affected by this event, including credit monitoring, \$1 million identity fraud loss reimbursement policy, and fully managed identity theft recovery services. Those services are offered by IDX, a company specializing in fraud assistance and remediation services. IDX will also support a call center for 90 days to answer questions and assist with enrollment. A sample copy of the notification letter sent to the impacted individuals is included with this correspondence.

3. Steps Taken to Address the Incident

In response to the incident, Dolly retained cybersecurity experts and launched a forensics investigation to determine the nature and scope of the compromise. Dolly also implemented additional security measures to further harden its digital environment in an effort to prevent a similar event from occurring in the future.

Finally, Dolly is notifying the affected individuals and providing them with steps they can take to protect their personal information as discussed above.

4. Contact Information

Dolly remains dedicated to protecting the information in its control. If you have any questions or need additional information, please do not hesitate to contact me at JPaulino@Constangy.com or 585.281.3000.

Sincerely,

/s/ Jimmy Paulino

James M. Paulino of
CONSTANGY, BROOKS, SMITH & PROPHETE LLP

Enclosure: Consumer Notification Letter



Return to IDX:
4145 SW Watson Ave Suite 400
Beaverton, OR 97005

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

Enrollment Code: <<XXXXXXXX>>

To Enroll, Scan the QR Code Below:



Or Visit:

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

November 2, 2023

Dear <<First Name>> <<Last Name>>:

Dolly, Inc. ("Dolly") is writing to inform you of a recent incident that may have impacted your personal information. Dolly takes the privacy and security of all information within its possession very seriously. That is why we are notifying you of the incident, providing you with steps you can take to help protect your personal information, and offering you the opportunity to enroll in complimentary credit monitoring and identity protection services.

What Happened. On August 26, 2023, Dolly learned that it had experienced a potential security event and, in response, took immediate steps to secure our network and engage cybersecurity experts to conduct an investigation to determine what happened. Based on that investigation, we learned that an unknown criminal actor acquired certain files from our network, some of which contained individuals' personal information. We then immediately undertook a comprehensive review of the impacted data to determine precisely what may have been affected and the individuals involved. That process concluded on October 4, 2023 and identified your information as potentially impacted which is the reason for this notification.

What Information Was Involved. The information involved may include your name and your Social Security number.

What We Are Doing. As soon as we discovered the incident, we took the steps described above and implemented measures to enhance our network security and minimize the risk of a similar incident occurring in the future. We are also offering you the ability to enroll in <<12/24>> months of complimentary credit monitoring and identity protection services through IDX, a national leader in identity protection services. The IDX services, which are free to you upon enrollment, include a <<12/24>> month subscription for the following: credit monitoring,¹ CyberScan dark web 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. You can follow the recommendations on the following page to help protect your personal information. You can also enroll in the IDX identity protection services, which are offered to you at no cost.

To enroll in the services provided through IDX, please call 1-833-903-3648, Monday through Friday from 6:00 am – 6:00 pm Pacific Time (excluding holidays) 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 February 2, 2024. Please do not discard this letter, as you will need the Enrollment Code provided above to access services.

For More Information. Further information about how to protect your personal information appears on the following page. If you have questions or need assistance, please call please call IDX at 1-833-903-3648, Monday through Friday

¹ 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.

from 6:00 am – 6:00 pm Pacific Time (excluding holidays). IDX representatives are fully versed on the incident and can answer questions or concerns you may have regarding protection of your personal information.

Sincerely,

A handwritten signature in black ink, appearing to read "M. Q. Howell". The signature is fluid and cursive, with the first name "M." and last name "Howell" clearly distinguishable.

Michael Howell
President
Dolly, Inc.
901 5th Avenue, Ste. 600
Seattle, WA 98164

Steps You Can Take to Protect Your Personal 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 credit reports closely. If you detect any suspicious activity on an account, you should promptly notify the financial institution or company with which the account is maintained. 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).

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 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 also can contact one of the following three national credit reporting agencies:

Equifax

P.O. Box 105788
Atlanta, GA 30348
1-888-378-4329
www.equifax.com

Experian

P.O. Box 9532
Allen, TX 75013
1-800-831-5614
www.experian.com

TransUnion

P.O. Box 1000
Chester, PA 19016
1-800-916-8800
www.transunion.com

Fraud Alert: 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 one year. 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. 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>.

Security Freeze: You have the right to put a security freeze on your credit file for up to one year at no cost. This 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. 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.

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.

Federal Trade Commission

600 Pennsylvania Ave, NW
Washington, DC 20580
consumer.ftc.gov
1-877-438-4338

Maryland Attorney General

St. Paul Plaza
200 St. Paul Place
Baltimore, MD 21202
marylandattorneygeneral.gov
1-888-743-0023

New York Attorney General

Bureau of Internet and Technology
Resources
28 Liberty Street
New York, NY 10005
ag.ny.gov
1-212-416-8433 / 1-800-771-7755

**North Carolina Attorney
General**

9001 Mail Service Center
Raleigh, NC 27699
ncdoj.gov
1-877-566-7226

**Rhode Island Attorney
General**

150 South Main Street
Providence, RI 02903
<http://www.riag.ri.gov>
riag.ri.gov
1-401-274-4400

Washington D.C. Attorney General

400 S 6th Street, NW
Washington, DC 20001
oag.dc.gov
1-202-727-3400

You also have certain rights under the Fair Credit Reporting Act (FCRA): These rights include 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; as well as other rights. For more information about the FCRA, and your rights pursuant to the FCRA, please visit https://files.consumerfinance.gov/f/201504_cfpb_summary_your-rights-under-fcra.pdf.