



2825 East Cottonwood Parkway, Suite 500, Salt Lake City, UT 84121

November 27, 2023

Romaine Marshall
801-999-3503
rmarshall@polsinelli.com

VIA E-MAIL (IDTHEFT@OAG.STATE.MD.US)

Office of the Attorney General
Attn: Jeff Karberg, Administrator of the Identity Theft Program
Attn: Security Breach Notification
200 St. Paul Place
Baltimore, MD 21202

Re: *Notification of Data Security Incident*

Dear Mr. Karberg:

We represent Alps Alpine America, Inc. ("Alps Alpine" or "we") in connection with an incident that involved the personal information of Maryland residents and provide this notice on behalf of Alps Alpine pursuant to MD. CODE ANN., COM. LAW § 14-3504(h). This notice will be supplemented, if necessary, with any new significant facts discovered. This notice will be supplemented, if necessary, with any new significant facts discovered subsequent to its submission. While Alps Alpine is notifying you of this incident, Alps Alpine does not waive any rights or defenses relating to the incident or this notice, or the applicability of Maryland law on personal jurisdiction.

NATURE OF THE INCIDENT

Alps Alpine recently learned that an unauthorized party gained access to its computer network. Upon discovering the situation, Alps Alpine promptly began taking steps to contain it, and Alps Alpine initiated an internal investigation. Alps Alpine also engaged a forensic security firm, through legal counsel, to investigate and confirm the security of its systems. Through that investigation, Alps Alpine learned that the unauthorized party had access to the Alps Alpine network on September 10, 2023 and acquired copies of some files in Alps Alpine's systems.

Based on these findings, Alps Alpine undertook a review of the involved files' contents. On September 10, 2023, Alps Alpine determined that the files contained some individuals' personal information, including two (2) residents of Maryland. The involved information varied by person but included: name, address, social security number and other personal information. While Alps Alpine has no evidence that anyone's personal information has been misused, Alps Alpine is notifying the individuals whose personal information was contained in the involved files.



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NOTIFICATION TO THE MARYLAND RESIDENTS

On October 17, 2023 Alps Alpine began notifying the Maryland residents whose personal information was contained in the files involved in the incident. The notification letter includes an offer for complimentary credit monitoring and identity theft protection, as well as a telephone number that individuals can call if they have any questions regarding the incident. Enclosed is sample of the notice being sent via first-class United States mail.

STEPS TAKEN RELATING TO THE INCIDENT

Upon learning of the incident, Alps Alpine promptly contained its and began an internal investigation. Alps Alpine engaged a forensic security firm to investigate and confirm the security of its email computer systems. Alps Alpine is undertaking efforts to reduce the risk of a similar incident occurring in the future, including reviewing its technical security measures. Finally, as discussed above, Alps Alpine is notifying the potentially involved Maryland residents, providing them with information on how to protect against fraudulent activity and identity theft, and providing those whose Social Security numbers were involved free credit monitoring services.

CONTACT INFORMATION

Please do not hesitate to contact me if you have any questions or if I can provide you with any further information concerning this matter.

Sincerely,

Romaine Marshall

Enclosure



Return Mail Processing
PO Box 999
Suwanee, GA 30024

16 1 4177 *****SNGLP

SAMPLE A. SAMPLE - L01

APT ABC



123 ANY ST

ANYTOWN, US 12345-6789



October 11, 2023

RE: Important Security Notification. Please read this entire letter.

Dear Sample A. Sample:

Alps Alpine is committed to the privacy of individuals and takes the protection of personal information that is entrusted to us seriously. This commitment extends to notifying individuals when their personal information may be at risk. Although we have no reason to believe that your information has been used to commit fraud or identity theft, we are writing to make you aware of a recent data security incident that may have involved some of your personal information. Nevertheless, we want to provide you with guidance on what you can do to protect yourself, should you feel it is appropriate to do so. We have confirmed that a cybersecurity event has occurred on or about September 10, 2023, at Alps Alpine which affected several servers on our network. As a result, your personal information may have been potentially exposed to others. The types of impacted information varied by individual, but may include your name, address, social security number and other personal information. Please be assured that we have taken every step necessary to address the incident. Currently, we are still investigating the scope and cause of the event. We have notified law enforcement and retained technical consultants and outside counsel to assist and provide guidance.

At this point, we do not believe that the unauthorized third party's motivation was to access the personal information contained in the effected network servers and have no indication that any such information has been used for fraud or identity theft purposes. Nonetheless we are providing you with this notice because your personal information may have been contained in the effected network servers. The investigation is ongoing and will provide more information about what may have been accessed.

Here are some of the steps we have taken:

- We have retained the services of security and forensics firms to provide a thorough investigation of the impact as well as assist us with rebuilding our networks.
- We have arranged for 1 year of credit and identity monitoring service for all potentially effected individuals. This product helps detect possible misuse of your personal information and provides you with identity protection services focused on immediate identification and resolution of identity theft. Details and instructions on how to enroll are included below. This service is provided completely free to you, and enrolling in this program will not hurt your credit score.

To help protect your identity, we are offering complimentary access to Experian IdentityWorksSM for [Extra1] months.

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 three 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 [Extra1] 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 [Extra1]-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:

- Ensure that you **enroll by** December 31, 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 **855-246-9403** by December 31, 2023. Be prepared to provide engagement number [Engagement Number] as proof of eligibility for the Identity Restoration services by Experian.

ADDITIONAL DETAILS REGARDING YOUR [Extra1]-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 ExtendCARE™:** 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.

For More Information. We sincerely regret any inconvenience or concern caused by this incident. If you have further questions or concerns, or would like an alternative to enrolling online, please call **855-246-9403** toll-free Monday through Friday from 8 am - 10 pm Central, or Saturday and Sunday from 10 am - 7 pm Central (excluding major U.S. holidays). Be prepared to provide your engagement number [Engagement Number].

Sincerely,

Robert Hill, President
Alps Alpine North America, Inc

* 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 Important Information

As a precautionary measure, we recommend that you remain vigilant to protect against potential fraud and/or identity theft by, among other things, reviewing your account statements and monitoring 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 should also promptly report any fraudulent activity or any suspected incidents of identity theft to proper law enforcement authorities, including the police and your state's attorney general, as well as the Federal Trade Commission ("FTC").

You may wish to review the tips provided by the FTC on fraud alerts, security/credit freezes and steps you can take to avoid identity theft. For more information and to contact the FTC, please visit www.ftc.gov/idtheft or call 1-877-ID-THEFT (1-877-438-4338). You may also contact the FTC at Federal Trade Commission, 600 Pennsylvania Avenue, NW, Washington, DC 20580.

Credit Reports: You may obtain a free copy of your credit report once every 12 months from each of the three national credit reporting agencies by visiting www.annualcreditreport.com, by 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 can print a copy of the request form at <https://www.annualcreditreport.com/manualRequestForm.action>.

Alternatively, you may elect to purchase a copy of your credit report by contacting one of the three national credit reporting agencies. Contact information for the three national credit reporting agencies for the purpose of requesting a copy of your credit report or for general inquiries is as follows:

Equifax	Experian	TransUnion
1-866-349-5191	1-888-397-3742	1-800-888-4213
www.equifax.com	www.experian.com	www.transunion.com
P.O. Box 740241	P.O. Box 2002	P.O. Box 2000
Atlanta, GA 30374	Allen, TX 75013	Chester, PA 19016

Fraud Alerts: You may want to consider placing a fraud alert on your credit report. A fraud alert is free and will stay on your credit report for one (1) year. The alert informs creditors of possible fraudulent activity within your report and requests that the creditor contact you prior to establishing any new accounts in your name. To place a fraud alert on your credit report, contact any of the three national credit reporting agencies using the contact information listed above. Additional information is available at www.annualcreditreport.com.

Credit and Security Freezes: You may have the right to place a credit freeze, also known as a security freeze, on your credit file, so that no new credit can be opened in your name without the use of a PIN number that is issued to you when you initiate the freeze. A credit freeze is designed to prevent potential credit grantors from accessing your credit report without your consent. If you place a credit freeze, potential creditors and other third parties will not be able to get access to your credit report unless you temporarily lift the freeze. Therefore, using a credit freeze may delay your ability to obtain credit. Unlike a fraud alert, you must separately place a credit freeze on your credit file at each credit reporting company. Since the instructions for how to establish a credit freeze differ from state to state, please contact the three major credit reporting companies as specified below to find out more information:

Equifax Security Freeze	Experian Security Freeze	TransUnion Security Freeze
1-888-298-0045	1-888-397-3742	1-888-909-8872
www.equifax.com	www.experian.com	www.transunion.com
P.O. Box 105788	P.O. Box 9554	P.O. Box 160
Atlanta, GA 30348	Allen, TX 75013	Woodlyn, PA 19094

Iowa Residents: Iowa residents can contact the Office of the Attorney general to obtain information about steps to take to avoid identity theft from the Iowa Attorney General's office at: Office of the Attorney General of Iowa, Hoover State Office Building, 1305 E. Walnut Street, Des Moines IA 50319, 515-281-5164.

Maryland Residents: Maryland residents can contact the Office of the Attorney General to obtain information about steps you can take to avoid identity theft from the Maryland Attorney General's office at: Office of the Attorney General, 200 St. Paul Place, Baltimore, MD 21202, (888) 743-0023, <http://www.marylandattorneygeneral.gov/>.

New Mexico: Individuals have rights under the Fair Credit Reporting Act. We encourage you to review your rights under the Fair Credit Reporting Act by visiting https://files.consumerfinance.gov/f/documents/bcfc_consumer-rights-summary_2018-09.pdf, or by requesting information in writing from the Consumer Financial Protection Bureau, 1700 G Street N.W., Washington, DC 20552.

New York State Residents: New York residents can obtain information about preventing identity theft from the New York Attorney General's Office at: Office of the Attorney General for the State of New York, Bureau of Consumer Frauds & Protection, The Capitol, Albany, New York 12224-0341; <https://ag.ny.gov/consumer-frauds/identity-theft>; (800) 771-7755.

North Carolina Residents: North Carolina residents can obtain information about preventing identity theft from the North Carolina Attorney General's Office at: North Carolina Attorney General's Office, Consumer Protection Division, 9001 Mail Service Center, Raleigh, NC 27699-9001; 877-5-NO-SCAM (Toll-free within North Carolina); 919-716-6000; www.ncdoj.gov.

Oregon Residents: You are advised to report any suspected identity theft to law enforcement, including the Federal Trade Commission and the Oregon Attorney General. For more information on security locks, you can visit the Oregon Department of Consumer and Business Services website at dfr.oregon.gov/financial/protect/Pages/stolen-identity.aspx and click "Place a credit freeze."

Rhode Island Residents: We believe that this incident affected 0 Rhode Island residents. Rhode Island residents can contact the Office of the Attorney general at: Rhode Island Office of the Attorney General, 150 South Main Street, Providence, RI 02903, (401) 274-4400, www.riag.ri.gov. You have the right to obtain any police report filed in regard to this incident. If you are the victim of identity theft, you also have the right to file a police report and obtain a copy of it.

Vermont Residents: If you do not have internet access but would like to learn more about how to place a security freeze on your credit report, contact the Vermont Attorney General's Office at 802-656-3183 (800-649-2424 toll free in Vermont only).