

March 29, 2024

Via Email and U.S. Mail

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

Re: Notice of Security Breach

To Whom It May Concern:

Our law firm has been retained to represent BodyHealth, LLC ("BodyHealth"), located in Dunedin, Florida. In accordance with Md. Code Com. Law § 14-3504(h), this letter serves as BodyHealth's formal notice to your Office that a data incident/security breach occurred on or about January 10, 2024. To our knowledge, an unauthorized third party accessed BodyHealth's Shopify information in an attempt to capture the credit card information of IOS mobile device consumers. The affected information potentially included names, credit card numbers, expiration dates, and/or security codes for those IOS device consumers who placed a checkout order through the BodyHealth website during the subject period. According to our investigation, roughly (23) Maryland residents may have had their information accessed as a result of this security breach.

Upon learning of the attempt, BodyHealth immediately worked with an outside security firm and addressed the issue and removed the threat actor from BodyHealth's system. BodyHealth also reported the incident to law enforcement.

In response to this incident, BodyHealth will provide, by electronic email, Notice to all consumers who placed any order between January 10, 2024 and January 17, 2024, including Maryland residents, as those individuals may have had their personal information accessed. A copy of the Notice is enclosed.

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

Sincerely,

HILL WARD HENDERSON

Robert A. Shimberg

Robert A. Shimberg

Subject: Notice of Potential Security Breach

Dear Valued Customer,

Between January 10, 2024 and January 17, 2024, an unauthorized third party accessed BodyHealth's Shopify information in an attempt to capture the credit card information of IOS mobile device consumers. The affected information potentially included names, credit card numbers, expiration dates, and/or security codes for those IOS device consumers who placed a checkout order through the BodyHealth website during the subject period. Upon learning of the attempt, BodyHealth immediately worked with an outside security firm and addressed the issue. BodyHealth also reported this information to law enforcement.

Thankfully, we are unaware of any actual misuse of any information. However, as a precautionary measure, we are providing notice to you about the incident as you have been identified as an individual who placed an order by an IOS device on the BodyHealth website between January 10th and January 17th, 2024.

Should you have any questions or inquiries regarding the incident and/or your personal information, please send a response to this email, or notifications@bodyhealth.com. We have also attached information to you about obtaining a copy of your credit report, reporting identity theft and freezing your credit.

Sincerely,

Chris Alexander

CEO
BodyHealth

INFORMATION ON WAYS TO PROTECT YOURSELF

You may obtain a copy of your credit report, free of charge, once every 12 months from each of the three nationwide credit reporting companies. To order your annual free credit report, please visit www.annualcreditreport.com or call toll free at 1-877-322-8228. Contact information for the three nationwide credit reporting companies is as follows:

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

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

TransUnion, PO Box 2000, Chester, PA 19016, www.tuc.com, 1-800-916-8800

If you become a victim of identity theft, then you should immediately contact **local law enforcement** to make a report. You should also contact the Federal Trade Commission and/or the Attorney General's office. You can obtain information from these sources about fraud alerts and security freezes. Contact for the Federal Trade Commission is as follows:

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

Another way to protect your credit is to place a security freeze on your credit report. That helps to prevent third parties from receiving a copy of your credit report without your approval. The Fair Credit Reporting Act allows you to place a security freeze on your credit report free of charge. You will need to request the security freeze with each of the three credit bureaus online, by phone or by mail. You will not be able to open new lines of credit if a security freeze is in place. A security freeze can be temporarily lifted for a period of time or removed. To request a temporary lift or to remove a security freeze, you will have to contact each of the three credit bureaus. If you request a temporary lift online or by phone, a credit bureau must lift a freeze within one hour. By mail it may take up to three business days after receiving your request. This is a way to protect your credit.