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April 19, 2024

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BY E-MAIL

Attorney General Anthony G. Brown
Attn: Security Breach Notification
200 St. Paul Place
Baltimore, MD 21202

Re: Data Incident

Dear Attorney General Brown:

We write on behalf of our client, LMG Holdings, Inc. ("LMG"), to inform you of a recent security incident that may have affected the personal information of one Maryland resident.

On February 20, 2024, LMG discovered that an unauthorized actor had gained limited access to our corporate email as a result of a phishing campaign. Upon discovering the extent of the incident, LMG quickly took measures to block further unauthorized access, revoke all active sessions, and reset account credentials. LMG also launched a thorough investigation of the incident, engaging third-party cybersecurity forensic experts and external counsel.

The unauthorized access appears to have begun on January 29, 2024 and continued until it was discovered and access was revoked on February 20, 2024. While there is no evidence that the unauthorized actor exfiltrated information, LMG cannot rule out the possibility that information in the compromised account was accessed, including the first and last name and driver's license number for individual(s) in your state.

LMG is offering impacted individuals a complimentary 12-month subscription to Experian's® IdentityWorksSM. Additional information on credit monitoring services is included in the attached sample of the notification made to the affected parties. Notices to affected individuals will be sent by first-class mail starting on April 19, 2024.

We have attached a sample of the notification made to the affected parties, along with a list of the names of the affected parties. If you have any questions, please reach out to us at +1 (202)-508-4788.

Sincerely,

Frances Faircloth



Return Mail Processing
PO Box 999
Suwanee, GA 30024

3630 Park 42 Drive
Suite 140C
Cincinnati - Ohio - 45241

711603 *****SINGLP

SAMPLE A. SAMPLE - L01

APT ABC



123 ANY ST

ANYTOWN, US 12345-6789



April 19, 2024

Notice of Data Incident

Dear Sample A. Sample:

We are writing to share with you some important information regarding a recent incident involving your personal information.

What Happened?

On February 20, 2024, LMG Holdings, Inc. ("LMG") became aware that an unauthorized actor had gained limited access to our corporate email as a result of a phishing campaign. Once we learned about the incident, we quickly took measures to block further unauthorized access, revoking all active sessions, and resetting the account credentials.

We also launched a thorough investigation of the incident, engaging third-party cybersecurity forensic experts and external counsel. While we have no evidence that the unauthorized actor exfiltrated any personal information, we are providing notification to potentially impacted individuals as a precaution.

What Information Was Involved?

The potentially impacted information may have included your first and last name and driver's license number.

What We Are Doing.

Upon receiving information of the compromise, we reset compromised credentials, revoked any active sessions, and removed unauthorized access. We also enhanced our security protocols and investigated the activity in the account.

What You Can Do.

As always, we encourage you to regularly review your financial accounts and report any suspicious or unrecognized activity immediately. The enclosed "Important Identity Theft Information" provides further information about what you can do. As recommended by federal regulatory agencies, you should remember to be vigilant for the next 12 to 24 months and report any suspected incidents of fraud to the relevant financial institution.

Other Important Information.

In order to assist you with this vigilance, arrangements have been made to provide you with complimentary use of the IdentityWorksSM with Experian[®] for one year, should you wish to participate. To enroll, please read the attached further information about IdentityWorksSM and the enrollment process.

We regret this incident and any inconvenience to you. If we can be of help in any way, please call 1-833-931-5455 toll-free Monday - Friday, 9 am - 9 pm EST (excluding major U.S. holidays). Be prepared to provide your engagement number B120107.

Sincerely,

A handwritten signature in dark ink, appearing to read "S. Linthwaite", followed by a large, stylized circular flourish.

Chris Linthwaite, CEO

HOW TO ENROLL IN 12-MONTH EXPERIAN IDENTITYWORKS MEMBERSHIP

To help protect your identity, we are offering complimentary access to Experian IdentityWorksSM for 12 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 12 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 12-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** July 31, 2024 (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 1-833-931-5455 by July 31, 2024. Be prepared to provide engagement number B120107 as proof of eligibility for the Identity Restoration services by Experian.

ADDITIONAL DETAILS REGARDING YOUR 12-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.

* 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.

Important Identity Theft Information: Additional Steps You Can Take to Protect Your Identity

Review Your Accounts and Credit Reports

Regularly review statements from your accounts and periodically obtain your credit report from one or more of the national credit reporting companies. You may obtain a free copy of your credit report online at www.annualcreditreport.com by calling toll free 1-877-322-8228, or by mailing an Annual Credit Report Request Form (available at www.annualcreditreport.com) to: Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA, 30348-5281. You may also purchase a copy of your credit report by contacting one or more of the three national credit reporting agencies listed below:

- **Equifax**, P.O. Box 740241, Atlanta, Georgia 30374-0241. 1-800-685-1111. www.equifax.com
- **Experian**, P.O. Box 9532, Allen, TX 75013. 1-888-397-3742. www.experian.com
- **TransUnion**, 2 Baldwin Place, P.O. Box 1000, Chester, PA 19016. 1-800-916-8800. www.transunion.com

Consider Placing a Fraud Alert

You may wish to consider contacting the fraud department of the three major credit bureaus to request that a “fraud alert” be placed on your file. A fraud alert notifies potential lenders to verify your identification before extending credit in your name.

Equifax:	Report Fraud:	1-800-525-6285
Experian:	Report Fraud:	1-888-397-3742
TransUnion:	Report Fraud:	1-800-680-7289

Security Freeze for Credit Reporting Agencies

You may wish to request a security freeze on your credit reports. A security freeze prohibits a credit reporting agency from releasing any information from a consumer’s credit report without written authorization. However, please be aware that placing a security freeze on your credit report may delay, interfere with, or prevent the timely approval of any requests you make for new loans, credit mortgages, employment, housing or other services. It is free to place, lift or remove a security freeze.

You must separately place a security freeze on your credit report at each credit bureau. To do so, you must contact the credit bureaus by phone, mail, or secure electronic means:

- **Equifax**: P.O. Box 105788, Atlanta, GA 30348, 1-800-349-9960, www.Equifax.com
- **Experian**: P.O. Box 9554, Allen, TX 75013, 1-888-397-3742, www.Experian.com
- **TransUnion**: P.O. Box 2000, Chester, PA 19106, 1-888-909-8872, www.TransUnion.com

To request a security freeze, you will need to provide the following:

- Your full name (including middle initial, Jr., Sr., Roman numerals, etc.),
- Social Security number
- Date of birth
- Address(es) where you have lived over the prior five years
- Proof of current address such as a current utility bill
- A photocopy of a government-issued ID card
- If you are a victim of identity theft, include a copy of either the police report, investigative report, or complaint to a law enforcement agency concerning identity theft

If you request a freeze online or by phone, the agency must place the freeze within one business day. The credit bureaus have three business days after receiving a request by mail to place a security freeze on your credit report, and they must also send confirmation to you within five business days and provide you with a unique personal identification number (PIN) or password, or both that can be used by you to authorize the removal or lifting of the security freeze.

To lift the freeze to allow a specific entity or individual access to your credit report, you must contact the credit reporting agencies and include (1) proper identification; (2) the PIN number or password provided to you when you placed the security freeze; and (3) the identities of those entities or individuals you would like to receive your credit report or the specific period of time you want the credit report available.

You have rights under the federal Fair Credit Reporting Act (“FCRA”). These include, among others, the right to know what is in your file; to dispute incomplete or inaccurate information; and to have consumer reporting agencies correct or delete inaccurate, incomplete, or unverifiable information. For more information about the FCRA, please visit <https://www.consumer.ftc.gov/sites/default/files/articles/pdf/pdf-0096-fair-credit-reporting-act.pdf> or www.ftc.gov.

Suggestions if You Are a Victim of Identity Theft

- File a police report. Get a copy of the report to submit to your creditors and others that may require proof of a crime.
- Contact the U.S. Federal Trade Commission (“FTC”). The FTC provides useful information to identity theft victims and maintains a database of identity theft cases for use by law enforcement agencies. File a report with the FTC by calling the FTC’s Identity Theft Hotline: 1-877-IDTHEFT (438-4338); online at <https://www.identitytheft.gov/#/>; or by mail at Identity Theft Clearinghouse, Federal Trade Commission, 600 Pennsylvania Ave., N.W., Washington, D.C. 20580.
- Keep a record of your contacts. Start a file with copies of your credit reports, the police reports, any correspondence, and copies of disputed bills. It is helpful to log conversations with creditors, law enforcement officials, and other relevant parties.

Take Steps to Avoid Identity Theft

Further information can be obtained from the FTC about steps to take to avoid identity theft at: <http://www.ftc.gov/idtheft>; calling 1-877-IDTHEFT (438-4338); or write to Consumer Response Center, Federal Trade Commission, 600 Pennsylvania Ave., N.W., Washington, D.C. 20580.

State Specific Information

Maryland residents can learn more about preventing identity theft from the Maryland Office of the Attorney General, by visiting their web site at <http://www.oag.state.md.us/idtheft/index.htm>, calling the Identity Theft Unit at 1.410.567.6491, or requesting more information at the Identity Theft Unit, 200 St. Paul Place, 16th Floor, Baltimore, MD 21202.

New Mexico residents are reminded that you have the right to obtain a police report and request a security freeze as described above and you have rights under the Fair Credit Reporting Act as described above.

Oregon residents may obtain information about preventing identity theft from the Oregon Attorney General’s Office. This office can be reached by visiting the website at www.doj.state.or.us, calling (503) 378-4400 or requesting more information from the Oregon Department of Justice, 1162 Court Street NE, Salem, OR 97301-4096.

