

May 3, 2024

Via Email

Attorney General Anthony G. Brown

Office of the Attorney General

Attn: Security Breach Notification

200 St. Paul Place

Baltimore, MD 21202

IDTheft@oag.state.md.us

RE: Notice of Cybersecurity Incident Involving Electric Mirror

Dear Attorney General Brown:

Wilson Elser Moskowitz Edelman and Dicker LLP (“Wilson Elser”) represents Electric Mirror LLC (“Electric Mirror”), headquartered at 6101 Associated Blvd, Suite 101 Everett, WA 98203, with respect to a data security incident that it recently experienced. Electric Mirror takes the security and privacy of the information within its control very seriously and has taken steps to prevent a similar incident from occurring in the future.

This letter will serve to inform you of the nature of the incident, what information may have been compromised, the number of individuals being notified, and the steps that Electric Mirror has taken in response to the Incident. We have also enclosed hereto a sample of the notification made to the potentially impacted individuals, which includes an offer of free credit monitoring services.

1. Nature of the Incident

On March 29, 2024, Electric Mirror detected suspicious activity on its network and, on April 3, 2024, learned that an unauthorized third party gained access to their computer systems and encrypted information stored on our systems. Upon discovery of this incident, Electric Mirror promptly engaged a specialized third-party cybersecurity firm and IT personnel to assist with securing and strengthening the environment, restricting access to the network, and enhancing security measures as well as to conduct a forensic investigation to determine the nature and scope of the incident. While the forensic investigation is pending, Electric Mirror has evidence to believe the unauthorized threat actor may have accessed certain files on their system.

Based on these findings, Electric Mirror performed a review of the affected systems to identify the specific individuals and the types of information that may have been compromised. On April 26, 2024, Electric Mirror finalized the list of individuals to notify, followed by organizing the mailing,

call center, and credit monitoring services for the impacted population. This process was necessary to provide accurate information and notice to the potentially impacted individuals.

Based on Electronic Mirror's review, it is possible that individuals' first name, last name, Social Security Number, Tax Identification Number, date of birth, military identification number, student identification number, financial account number(s), health insurance policy number and/or digital or electronic signature may have been exposed as a result of this unauthorized activity. The information potentially impacted varied by individual.

2. Number of Maryland Residents Notified.

A total of six (6) residents of Maryland were potentially affected by this security incident. A sample copy of the notification letter is included with this letter under **Exhibit A**.

3. Steps taken in response to the Incident.

Since the discovery of the incident, Electric Mirror moved quickly to investigate, respond, and confirm the security of their systems. Specifically, Electric Mirror engaged a specialized cybersecurity firm and IT personnel to conduct a forensic investigation to determine the nature and scope of the incident. Additionally, Electric Mirror also restricted access to their network, changed administrative credentials, restored operations in a safe and secure mode, enhanced security measures, and took steps and will continue to take steps to mitigate the risk of future harm.

Data privacy and security is among Electric Mirror's highest priorities, and they are committed to doing everything we can to protect the privacy and security of the personal information in their care. Electric Mirror extended to all potentially impacted individuals an offer for free credit monitoring and identity theft protection through Cyberscout. This service will include 12 months of credit monitoring, along with a fully managed identity theft recovery service, should the need arise.

Additionally, Electric Mirror provided guidance on how to better protect against identity theft and fraud, including providing information on how to place a fraud alert and security freeze on one's credit file, the contact details for the national consumer reporting agencies, information on how to obtain a free credit report, a reminder to remain vigilant for incidents of fraud and identity theft by reviewing account statements and monitoring free credit reports, and the contact details for the Federal Trade Commission.

4. Contact information.

If you have any questions or need additional information, please do not hesitate to contact Jennifer Stegmaier at Jennifer.Stegmaier@wilsonelser.com or 312-821-6167.

Very truly yours,

Wilson Elser Moskowitz Edelman & Dicker LLP



A handwritten signature in black ink, appearing to read 'Jennifer Stegmaier', written in a cursive style.

Jennifer Stegmaier

Enclosures: *Sample Notification Letter*

EXHIBIT A

Electric Mirror
c/o Cyberscout
1 Keystone Ave., Unit 700
Cherry Hill, NJ 08003
DB-08841 8-1



Via First-Class Mail



May 3, 2024

Re: Data Security Incident

Dear [REDACTED],

Electric Mirror recently detected a data security incident that may have resulted in unauthorized access to some individuals' personal information. This notice is intended to provide details about the incident, steps we are taking in response, and resources available to help protect against the potential misuse of personal information.

What Happened?

On March 29, 2024, Electric Mirror detected suspicious activity on its network and, on April 3, 2024, learned that an unauthorized third party gained access to our computer systems and encrypted information stored on our systems. Upon discovery of this incident, Electric Mirror promptly engaged a specialized third-party cybersecurity firm and IT personnel to assist with securing the environment, restricted access to the network, and enhanced security measures as well as to conduct a forensic investigation to determine the nature and scope of the incident. While the forensic investigation is pending, Electric Mirror has evidence to believe the unauthorized threat actor may have accessed certain files on our system.

Based on these findings, Electric Mirror performed a review of the affected systems to identify the specific individuals and the types of information that may have been compromised. On April 26, 2024, Electric Mirror finalized the list of individuals to notify, followed by organizing the mailing, call center, and credit monitoring services for the impacted population. This process was necessary to provide accurate information and notice to the potentially impacted individuals.

What Information Was Involved?

Based on Electric Mirror's investigation, the following information related to you may have been subject to unauthorized access: First Name; Last Name; Social Security Number; Date of Birth; Passport Number; Military Identification Number; Student Identification Number; Financial Account Number(s); Health Insurance Policy Number; Digital or Electronic Signature. Please note that the information varies among individuals.

What We Are Doing:

Data privacy and security is among Electric Mirror's highest priorities, and we are committed to doing everything we can to protect the privacy and security of the personal information in our care. Since the discovery of the incident, Electric Mirror moved quickly to investigate, respond, and confirm the security of our systems. Specifically, Electric Mirror engaged a specialized cybersecurity firm and IT personnel to conduct a forensic investigation to determine the nature and scope of the incident. Additionally, Electric Mirror also restricted access to their network, changed administrative credentials, restored operations in a

safe and secure mode, enhanced security measures, and took steps and will continue to take steps to mitigate the risk of future harm.

In response to the incident, we are providing you with access to **Single Bureau Credit Monitoring/Single Bureau Credit Report/Single Bureau Credit Score** services at no charge. These services provide you with alerts for twelve months from the date of enrollment when changes occur to your credit file. This notification is sent to you the same day that the change or update takes place with the bureau. Finally, we are providing you with proactive fraud assistance to help with any questions that you might have or in event that you become a victim of fraud. These services will be provided by Cyberscout, a TransUnion company specializing in fraud assistance and remediation services.

How do I enroll for the free services?

To enroll in Credit Monitoring services at no charge, please log on to <https://bfs.cyberscout.com/activate> and follow the instructions provided. When prompted please provide the following unique code to receive services: [REDACTED]

In order for you to receive the monitoring services described above, you must enroll within 90 days from the date of this letter. The enrollment requires an internet connection and e-mail account and may not be available to minors under the age of 18 years of age. Please note that when signing up for monitoring services, you may be asked to verify personal information for your own protection to confirm your identity.

What You Can Do:

In addition to enrolling in the services described above, we encourage you to remain vigilant against incidents of identity theft and fraud, to review your account statements, and to monitor your credit reports for suspicious or unauthorized activity. Additionally, security experts suggest that you contact your financial institution and all major credit bureaus to inform them of such a breach and then take whatever steps are recommended to protect your interests, including the possible placement of a fraud alert on your credit file. Please review the enclosed *Steps You Can Take to Help Protect Your Information*, to learn more about how to protect against the possibility of information misuse.

For More Information:

Representatives are available for 90 days from the date of this letter, to assist you with questions regarding this incident, between the hours of 8:00 a.m. to 8:00 p.m. Eastern time, Monday through Friday, excluding holidays. Please call the help line at 833-543-6134 and be prepared to supply the representative with your unique code listed within.

Electric Mirror sincerely apologizes and regrets any concern or inconvenience this matter may cause and remains dedicated to ensuring the privacy and security of all information in our control.

Sincerely,

Ron Hoyt

Chief Financial Officer
Electric Mirror LLC

Steps You Can Take to Help Protect Your Information

Credit Reports: You may obtain a copy of your credit report, free of charge, whether or not you suspect any unauthorized activity on your account. You may obtain a free copy of your credit report from each of the three nationwide credit reporting agencies. To order your 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 at <https://www.consumer.ftc.gov/articles/0155-free-credit-reports>) to: Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA, 30348-5281.

Fraud Alerts: You can place fraud alerts with the three credit bureaus by phone or online. 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. As of September 21, 2018, initial fraud alerts last for one year. Victims of identity theft can also get an extended fraud alert for seven years.

Experian
P.O. Box 9554
Allen, TX 75013
1-888-397-3742
[www.experian.com/fraud/
center.html](http://www.experian.com/fraud/center.html)

TransUnion
P.O. Box 2000
Chester, PA 19016
1-800-680-7289
[www.transunion.com/
fraud-alerts](http://www.transunion.com/fraud-alerts)

Equifax
P.O. Box 105069
Atlanta, GA 30348
1-800-525-6285
[https://www.equifax.com/personal/credit-
report-services/credit-fraud-alerts/](https://www.equifax.com/personal/credit-report-services/credit-fraud-alerts/)

Monitoring: You should always remain vigilant for incidents of fraud and identity theft by reviewing credit card account statements and by monitoring your credit report for suspicious or unusual activity.

Security Freeze: You have the right to place a security freeze on your credit report. A security freeze is intended to prevent credit, loans, and services from being approved in your name without your consent. To place a security freeze on your credit report, you need to make a request to each consumer reporting agency. You may make that request by certified mail, overnight mail, regular stamped mail, or by following the instructions found at the websites listed below. The following information must be included when requesting a security freeze (note that if you are requesting a credit report for your spouse or a minor under the age of 16, 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, display your name and current mailing address, and the date of issue. As of September 21, 2018, it is free to place, lift, or remove a security freeze. You may also place a security freeze for children under the age of 16. You may obtain a free security freeze by contacting any one or more of the following national consumer reporting agencies:

Experian
P.O. Box 9554
Allen, TX 75013
1-888-397-3742
[www.experian.com/freeze/
center.html](http://www.experian.com/freeze/center.html)

TransUnion
P.O. Box 160
Woodlyn, PA 19094
1-888-909-8872
[www.transunion.com/
credit-freeze](http://www.transunion.com/credit-freeze)

Equifax
P.O. Box 105788
Atlanta, GA 30348-5788
1-888-298-0045
[https://www.equifax.com/personal/
credit-report-services/credit-freeze/](https://www.equifax.com/personal/credit-report-services/credit-freeze/)

File Police Report: You have the right to file or obtain a police report if you experience identity fraud. Please note that in order to file a crime report or incident report with law enforcement for identity theft, you will likely need to provide proof that you have been a victim. A police report is often required to dispute fraudulent items. You can generally report suspected incidents of identity theft to local law enforcement or to the Attorney General.

FTC and Attorneys General: You can further educate yourself regarding identity theft, fraud alerts, security freezes, and the steps you can take to protect yourself, by contacting the consumer reporting agencies, the Federal Trade Commission, or your state Attorney General. The Federal Trade Commission can be reached at: 600 Pennsylvania Avenue NW, Washington, DC 20580, www.identitytheft.gov, 1-877-ID-THEFT (1-877-438-4338), TTY: 1-866-653-4261. The Federal Trade Commission also encourages those who discover that their information has been misused to file a complaint with them. You can obtain further information on how to file such a complaint by way of the contact information listed above. Instances of known or suspected identity theft should also be reported to law enforcement.

For residents of Iowa: State law advises you to report any suspected identity theft to law enforcement or to the

For residents of Massachusetts: It is required by state law that you are informed of your right to obtain a 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.

For residents of New Mexico: State law advises you to review personal account statements and credit reports, as applicable, to detect errors resulting from the security breach. You have rights pursuant to the Fair Credit Reporting Act, such as the right to be told if information in your credit file has been used against you, the right to know what is in your credit file, the right to ask for your credit score, and the right to dispute incomplete or inaccurate information. Further, pursuant to the Fair Credit Reporting Act, the consumer reporting agencies must correct or delete inaccurate, incomplete, or unverifiable information; consumer reporting agencies may not report outdated negative information; access to your file is limited; you must give your consent for credit reports to be provided to employers; you may limit “prescreened” offers of credit and insurance you get based on information in your credit report; and you may seek damages from violators. You may have additional rights under the Fair Credit Reporting Act not summarized here. Identity theft victims and active-duty military personnel have specific additional rights pursuant to the Fair Credit Reporting Act. We encourage you to review your rights pursuant to the Fair Credit Reporting Act at www.consumerfinance.gov/f/201504_cfpb_summary_your-rights-under-fcra.pdf or by writing Consumer Response Center, Room 130-A, Federal Trade Commission, 600 Pennsylvania Ave. N.W., Washington, D.C. 20580.

For residents of Oregon: State law advises you to report any suspected identity theft to law enforcement, including the Attorney General, and the Federal Trade Commission.

For residents of Rhode Island: It is required by state law that you are informed of your right to file or obtain a police report in regard to this incident.

For residents of Arizona, Colorado, District of Columbia, Illinois, Maryland, New York, North Carolina, and Rhode Island: You can obtain information from the Offices of the Attorney General and the Federal Trade Commission about fraud alerts, security freezes, and steps you can take toward preventing identity theft.

Federal Trade Commission - Consumer Response Center: 600 Pennsylvania Ave, NW, Washington, DC 20580; 1-877-IDTHEFT (438-4338); www.identitytheft.gov

Arizona Office of the Attorney General Consumer Protection & Advocacy Section, 2005 North Central Avenue, Phoenix, AZ 85004 1-602-542-5025

Colorado Office of the Attorney General Consumer Protection 1300 Broadway, 9th Floor, Denver, CO 80203 1-720-508-6000 www.coag.gov

District of Columbia Office of the Attorney General – Office of Consumer Protection: 400 6th Street, NW, Washington, DC 20001; 202-727-3400; www.oag.dc.gov

Illinois office of the Attorney General - 100 West Randolph Street, Chicago, IL 60601; 1-866-999-5630; www.illinoisattorneygeneral.gov

Maryland Office of the Attorney General - Consumer Protection Division: 200 St. Paul Place, 16th floor, Baltimore, MD 21202; 1-888-743-0023; www.oag.state.md.us

New York Office of Attorney General - Consumer Frauds & Protection: The Capitol, Albany, NY 12224; 1-800-771-7755; <https://ag.ny.gov/consumer-frauds/identity-theft>

North Carolina Office of the Attorney General - Consumer Protection Division: 9001 Mail Service Center, Raleigh, NC 27699; 1-877-566-7226; www.ncdoj.com

Rhode Island Office of the Attorney General - Consumer Protection: 150 South Main St., Providence RI 02903; 1-401-274-4400; www.riag.ri.gov
