



MULLEN
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May 8, 2024

VIA E-MAIL

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

Re: Notice of Data Event

To Whom It May Concern:

We represent Bodyartforms LLC (“Bodyartforms”) located at 1966 South Austin Avenue, Georgetown, Texas 78626, USA, and are writing to notify your office of an incident that may affect the security of certain personal information relating to three hundred thirty-nine (339) Maryland residents. This notice will be supplemented with any new significant facts learned subsequent to its submission. By providing this notice, Bodyartforms does not waive any rights or defenses regarding the applicability of Maryland law, the applicability of the Maryland data event notification statute, or personal jurisdiction.

Nature of the Data Event

On March 7, 2024, Bodyartforms learned of potentially malicious activity involving their website checkout page. Bodyartforms immediately took steps to secure the website and began an investigation with the assistance of third-party cybersecurity specialists. The investigation recently concluded on April 22, 2024, and determined that customers who entered payment card information on the Bodyartforms website between October 16, 2023, and March 7, 2024, could have had their payment card information captured by an unknown party.

The information that could have been subject to unauthorized access includes name, billing address, payment card number, and security code.

Notice to Maryland Residents

On May 8, 2024, Bodyartforms provided written notice of this incident to three hundred thirty-nine (339) Maryland residents. Written notice is being provided in substantially the same form as the letter attached here as ***Exhibit A***.

Other Steps Taken and To Be Taken

Upon discovering the event, Bodyartforms moved quickly to investigate and respond to the incident, assess the security of Bodyartforms systems, and identify potentially affected individuals. Bodyartforms is also working to implement additional safeguards, including utilizing a web vulnerability scanner and increasing firewall security. Additionally, Bodyartforms is performing a comprehensive website code review and patching all identified opportunities for future injection.

Additionally, Bodyartforms is providing impacted individuals with guidance on how to better protect against identity theft and fraud, including advising individuals to report any suspected incidents of identity theft or fraud to their credit card company and/or bank. Bodyartforms is providing individuals with 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 encouragement to contact the Federal Trade Commission, their state Attorney General, and law enforcement to report attempted or actual identity theft and fraud.

Bodyartforms is providing written notice of this incident to relevant state regulators, as necessary.

Contact Information

Should you have any questions regarding this notification or other aspects of the data security event, please contact us at (267) 930-1509.

Very truly yours,

Gregory J. Bautista of
MULLEN COUGHLIN LLC

GJB/ogf
Enclosure

EXHIBIT A

BODYARTFORMS

Return Mail Processing
P.O. Box 2623
Duluth, GA 30096-9998

<<Name 1>> <<Name 2>>
<<Address 1>>
<<Address 2>>
<<City>>, <<State>> <<Zip>>
<<Country>>

<<Date>>

NOTICE OF <<SECURITY INCIDENT - DATA BREACH>>

Dear <<Name 1>> <<Name 2>>:

Bodyartforms LLC (“Bodyartforms”) writes to inform you of a recent event which may impact the privacy of some of your information. We take this incident very seriously and are providing you with this letter to inform you of the event, our response, and steps you may take to protect your information, should you feel it is necessary to do so.

What Happened?

On March 7, 2024, Bodyartforms learned of potentially malicious activity involving our website checkout page. Bodyartforms immediately took steps to secure the website and began an investigation with the assistance of third-party cybersecurity specialists. The investigation recently concluded and determined that customers who entered payment card information on the Bodyartforms website between October 16, 2023, and March 7, 2024, could have had their payment card information captured by an unknown party.

What Information Was Involved?

The information involved includes your name, billing address, payment card number, and security code.

What We Are Doing.

Bodyartforms takes this incident and the security of your information seriously. Upon being informed, Bodyartforms took steps to confirm the security of our systems and commenced an investigation with the assistance of third-party specialists. Additionally, Bodyartforms issued a password reset on select accounts, increased the strength of its website protection services, including utilizing a web vulnerability scanner and increasing firewall security, and began a review of the front- and back-end code on the Bodyartforms website to prevent future unauthorized activity. We are notifying applicable regulatory authorities and consumer reporting agencies, as required by law.

What You Can Do.

We encourage you to remain vigilant against incidents of fraud by reviewing your payment card account statements and report any suspicious activity to the payment card company. You can review the enclosed *Steps You Can Take to Help Protect Your Personal Information* to learn helpful tips on steps you can take to protect against possible information misuse, should you feel it appropriate to do so.

For More Information.

We understand that you may have questions about this incident that are not addressed in this letter. If you have additional questions or need assistance, please contact us at 888-326-0841, Monday through Friday, 9 am to 9 pm Eastern Time. You may also write to us at 1966 South Austin Avenue, Georgetown, Texas 78626, USA.

Sincerely,

Bodyartforms

STEPS YOU CAN TAKE TO HELP PROTECT YOUR PERSONAL INFORMATION

Monitor Your Accounts

Under U.S. law, a consumer is entitled to one free credit report annually from each of the three major credit reporting bureaus, Equifax, Experian, and TransUnion. To order a free credit report, visit www.annualcreditreport.com or call, toll-free, 1-877-322-8228. Consumers may also directly contact the three major credit reporting bureaus listed below to request a free copy of their credit report.

Consumers have the right to place an initial or extended “fraud alert” on a credit file at no cost. An initial fraud alert is a 1-year alert that is placed on a consumer’s credit file. Upon seeing a fraud alert display on a consumer’s credit file, a business is required to take steps to verify the consumer’s identity before extending new credit. If consumers are the victim of identity theft, they are entitled to an extended fraud alert, which is a fraud alert lasting seven years. Should consumers wish to place a fraud alert, please contact any of the three major credit reporting bureaus listed below.

As an alternative to a fraud alert, consumers have the right to place a “credit freeze” on a credit report, which will prohibit a credit bureau from releasing information in the credit report without the consumer’s express authorization. The credit freeze is designed to prevent credit, loans, and services from being approved in a consumer’s name without consent. However, consumers should be aware that using a credit freeze to take control over who gets access to the personal and financial information in their credit report may delay, interfere with, or prohibit the timely approval of any subsequent request or application they make regarding a new loan, credit, mortgage, or any other account involving the extension of credit. Pursuant to federal law, consumers cannot be charged to place or lift a credit freeze on their credit report. To request a credit freeze, individuals may need to provide some or all of the following information:

1. Full name (including middle initial as well as Jr., Sr., II, III, etc.);
2. Social Security number;
3. Date of birth;
4. Addresses for the prior two to five years;
5. Proof of current address, such as a current utility bill or telephone bill;
6. A legible photocopy of a government-issued identification card (state driver’s license or ID card, etc.); and
7. A copy of either the police report, investigative report, or complaint to a law enforcement agency concerning identity theft if they are a victim of identity theft.

Should consumers wish to place a credit freeze or fraud alert, please contact the three major credit reporting bureaus listed below:

Equifax	Experian	TransUnion
https://www.equifax.com/personal/credit-report-services/	https://www.experian.com/help/	https://www.transunion.com/credit-help
1-888-298-0045	1-888-397-3742	1-800-916-8800
Equifax Fraud Alert, P.O. Box 105069 Atlanta, GA 30348-5069	Experian Fraud Alert, P.O. Box 9554, Allen, TX 75013	TransUnion Fraud Alert, P.O. Box 2000, Chester, PA 19016
Equifax Credit Freeze, P.O. Box 105788 Atlanta, GA 30348-5788	Experian Credit Freeze, P.O. Box 9554, Allen, TX 75013	TransUnion Credit Freeze, P.O. Box 160, Woodlyn, PA 19094

Additional Information

Consumers may further educate themselves regarding identity theft, fraud alerts, credit freezes, and the steps they can take to protect your personal information by contacting the consumer reporting bureaus, the Federal Trade Commission, or their state Attorney General. The Federal Trade Commission may be reached at: 600 Pennsylvania Avenue NW, Washington, D.C. 20580; www.identitytheft.gov; 1-877-ID-THEFT (1-877-438-4338); and 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. Consumers can obtain further information on how to file such a complaint by way of the contact information listed above. Consumers have the right to file a police report if they ever experience identity theft or fraud. Please note that in order to file a report with law enforcement for identity theft, consumers will likely need to provide some proof that they have been a victim. Instances of known or suspected identity theft should also be reported to law enforcement and the relevant state Attorney General. This notice has not been delayed by law enforcement.

For District of Columbia residents, the District of Columbia Attorney General may be contacted at: 400 6th Street, NW, Washington, D.C. 20001; (202) 442-9828; and oag.dc.gov.

For Maryland residents, the Maryland Attorney General may be contacted at: 200 St. Paul Place, 16th Floor, Baltimore, MD 21202; 1-410-576-6300 or 1-888-743-0023; and <https://www.marylandattorneygeneral.gov/>.

For New Mexico residents, consumers have rights pursuant to the Fair Credit Reporting Act, such as the right to be told if information in their credit file has been used against them, the right to know what is in their credit file, the right to ask for their credit score, and the right to dispute incomplete or inaccurate information. Further, pursuant to the Fair Credit Reporting Act, the consumer reporting bureaus must correct or delete inaccurate, incomplete, or unverifiable information; consumer reporting agencies may not report outdated negative information; access to consumers' files is limited; consumers must give consent for credit reports to be provided to employers; consumers may limit "prescreened" offers of credit and insurance based on information in their credit report; and consumers may seek damages from violators. Consumers 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 consumers to review their rights pursuant to the Fair Credit Reporting Act by visiting 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 New York residents, the New York Attorney General may be contacted at: Office of the Attorney General, The Capitol, Albany, NY 12224-0341; 1-800-771-7755; or <https://ag.ny.gov>.

For North Carolina residents, the North Carolina Attorney General may be contacted at: 9001 Mail Service Center, Raleigh, NC 27699-9001; 1-877-566-7226 or 1-919-716-6000; and www.ncdoj.gov.

For Rhode Island residents, the Rhode Island Attorney General may be reached at: 150 South Main Street, Providence, RI 02903; www.riag.ri.gov; and 1-401-274-4400. Under Rhode Island law, individuals have the right to obtain any police report filed in regard to this event. There are approximately <<RI #>> Rhode Island residents that may be impacted by this event.