

May 21, 2024

Jonathan L. Wilson

VIA email to idtheft@oag.state.md.us

Office of the Maryland Attorney General
200 St. Paul Place
Baltimore, MD 21202

1800 K Street NW Suite 1000
Washington, D.C. 20006
t 202.783.8400
dd 202.662.4863
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jlwilson@shb.com

RE: Outdoor Network - Security Incident

Dear Sir/Madam:

I am writing on behalf of Outdoor Network, a marine and power sports company based in Oakland Park, Florida, to notify you of a security incident involving the personal information for a single Maryland resident.

On October 13, 2023, Outdoor Network identified suspicious activity on its network systems and immediately took steps to begin investigating the incident and securing its environment. Outdoor Network promptly engaged Shook, Hardy & Bacon as outside counsel, and Shook, in turn, engaged a leading digital-forensics firm to assist us in the investigation. The investigation subsequently determined that an unauthorized third party gained access to Outdoor Network's systems from September 28 to October 13, 2023.

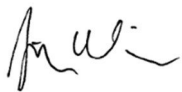
Once it was determined that files may have been affected, a data-review firm was engaged to determine what personal information, if any, was in those file, and the results were received on March 25, 2024. Since then, Shook has been diligently working with Outdoor Network to identify the correct addresses for the affected individuals and assess notification obligation. The investigation identified the following types of personal information that may have been impacted: names, dates of birth, financial account information, and government identification numbers (such as a driver's license or Social Security number).

On May 22, 2024, Outdoor Network started mailing individual notification letters to all affected individuals. For individuals receiving notice whose Social Security number or driver's license was impacted, Outdoor Network is providing a two-year membership to Experian IdentityWorks credit monitoring. A toll-free call center has also been established to field any questions individuals have about the incident.

In addition to providing notice, Outdoor Network has taken a variety of measures to bolster the security of its systems. For example, Outdoor Network has changed/strengthened passwords, adopted additional technical safeguards, and engaged a 24/7/365 MDR service provider. Law enforcement was also notified, which did not delay notice.

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

Sincerely,



Jonathan Wilson
Senior Counsel



Return mail will be processed by: IBC
PO Box 847 • Holbrook, NY 11741

XXXXXXXXXX NAME XXXXXXXXXXXX
XXXXXXXXX ADDRESS 1 XXXXXXXX
XXXXXXXXX ADDRESS 2 XXXXXXXX
XXXXXXX CITY XXXXXXX, XX 99999-9999

May 22, 2024

NOTICE OF DATA BREACH

Dear XXXXXXXXXXXX Name XXXXXXXXXXXX:

We are writing to inform you about an incident that may have exposed your personal information to unauthorized persons. Although we have no evidence to suggest that your personal information has been misused, we are reaching out to provide you information on the incident and an opportunity to enroll in free credit monitoring.

WHAT HAPPENED

On October 13, 2023, we became aware of unusual activity on our network. We promptly began working with cybersecurity experts to investigate and subsequently determined that an unauthorized third party gained access to a portion of our computer system. Based on our investigation, we believe they had access from September 28 to October 13, 2023. Once we identified the data that may have been affected, we promptly engaged a data-review firm to determine what information was in those files. We received those results on March 25, 2024, and since then, we have been working to identify the correct addresses for the affected individuals.

WHAT INFORMATION WAS INVOLVED

Our investigation determined that some combination of the following types of personal information related to you may have been impacted: full name, date of birth, contact information, government identification (such as your Social Security or driver's license number), and financial information (such as your bank account and routing number).

WHAT WE ARE DOING

We hired third-party experts to address this situation, perform an investigation into the unauthorized activity, and further secure our systems to protect your information. We also notified law enforcement, which did not delay this notice.

WHAT YOU CAN DO

Enclosed with this letter you will find steps you can take to protect yourself. In addition, we are offering a complimentary one-year membership to Experian's IdentityWorks. This product helps detect possible misuse of personal information. To register, please:

- Ensure that you **enroll by: 7/30/2024** (Your code will not work after this date.)
- Visit the Experian IdentityWorks website to enroll: www.experianidworks.com/3bcredit
- Provide your **activation code: XXXXXXXX CM Code XXXXXXXX**

If you have questions or want an alternative to enrolling in Experian IdentityWorks online, please contact Experian at [REDACTED] by [REDACTED] and provide them engagement number [REDACTED].

FOR MORE INFORMATION

We have established a toll-free call center to support you and answer your questions. You can contact the call center at 888-387-2618 Monday through Friday 9:00 am - 7:00 pm Eastern Time, and one of our representatives will be happy to assist you. We appreciate your patience as we work through this process.

Sincerely,

A handwritten signature in black ink, appearing to read 'G. Luis Alday', with a horizontal line extending from the end of the signature.

G. Luis Alday
Chief Financial Officer
Outdoor Network, LLC
531 E Commercial Blvd.
Oakland Park, FL 33334

POWER-ADT-CM-1YR

ADDITIONAL STEPS YOU CAN TAKE

Remain vigilant – We encourage you to remain vigilant for fraud or identity theft by reviewing your account statements and free credit reports. You can also find additional suggestions at www.IdentityTheft.gov/.

- You should confirm that your credit card company has the correct address on file for you and that all charges on the account are legitimate. If you discover errors or suspicious activity, you should immediately contact the credit card company and inform them that you have received this letter.
- You should obtain and review a free copy of your credit report by visiting www.annualcreditreport.com or calling (877) 322-8228. If the report is incorrect, you should contact the appropriate consumer reporting agency—Equifax, Experian, or TransUnion.

Consider placing a fraud alert or security freeze on your credit file – Consumer reporting agencies have tools you can use to protect your credit, including fraud alerts and security freezes.

- A fraud alert is a cautionary flag you can place on your credit file to notify companies extending you credit that they should take special precautions to verify your identity. You can contact any of the three consumer reporting agencies to place fraud alerts with each agency.
- A security freeze is a more dramatic step that will prevent others from accessing your credit report, which will prevent them from extending you credit. You must contact each consumer reporting agency separately to order a security freeze, and they may require you to provide them with your full name, Social Security number, date of birth, and current and previous addresses. You can obtain more information about security freezes by contacting the consumer reporting agencies or the Federal Trade Commission.

Report suspicious activity – If you believe you are the victim of identity theft, consider notifying your Attorney General, local law enforcement, or the Federal Trade Commission. You can also file a police report concerning the suspicious activity and request a copy of that report.

Contact relevant authorities – You may contact the below resources to (1) get more information on fraud alerts or security freezes and (2) learn more about protecting yourself from fraud or identity theft.

Federal Trade Commission

600 Pennsylvania Ave. NW
Washington, DC 20580
(202) 326-2222
www.ftc.gov

Equifax

P.O. Box 740241
Atlanta, GA 30374
(800) 685-1111
www.equifax.com

Experian

P.O. Box 9701
Allen, TX 75013
(888) 397-3742
www.experian.com

TransUnion

P.O. Box 2000
Chester, PA 19016
(888) 909-8872
www.transunion.com

For Maryland Residents: the Maryland Attorney General may be contacted at: Office of the Attorney General, 200 St. Paul Place, 25th Floor, Baltimore, MD 21202; (888) 743-0023; www.marylandattorneygeneral.gov.

For North Carolina Residents: the North Carolina Attorney General may be contacted at: Office of the Attorney General, 9001 Mail Service Center, Raleigh, NC 27669; (919) 716-6400; www.ncdoj.gov.

For New York Residents: the New York Attorney General may be contacted at: Office of the Attorney General, The Capitol, Albany, NY 12224; 1-800-771-7755; www.ag.ny.gov.

You can also find your Attorney General's contact information at: <https://www.usa.gov/state-attorney-general>.

