

May 22, 2024

Via Email

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

Dear Attorney General Brown:

This letter serves to inform your office of a recent security incident affecting employees and contractors of Icelandic Provisions, Inc. ("Icelandic Provisions") and which may have resulted in the breach of personal information of two (2) Maryland residents. This notice is sent pursuant to Md. Code Com. Law § 14-3504.

Identification of Parties

Icelandic Provisions markets and sells traditional skyr yogurt and various cultured dairy products to consumers. Icelandic Provisions is headquartered at 134 West 25th St, New York, NY 10001.

I am reporting this incident on behalf of Icelandic Provisions as its legal counsel. The identity of the person or persons responsible for this incident has not been ascertained.

Summary of the Incident

In late December 2023, Icelandic Provisions learned of a phishing attack against its systems that compromised three Icelandic Provisions email accounts. Icelandic Provisions engaged an outside cybersecurity consultant to investigate the cause and scope of this security incident. After a thorough forensics investigation, Icelandic Provisions learned that the attacker gained access to its systems beginning on or around October 2023 and was active until around January 2024.

While there is no evidence that the attacker actually viewed or removed any personal information from Icelandic Provisions' systems, the investigation showed that the attacker may have had the ability to access the personal information of two Maryland residents, who are employees or contractors of Icelandic Provisions. The personal information involved in this security incident includes the full names, Social Security numbers, addresses, and dates of birth

of Maryland residents. At this time, Icelandic Provisions is not aware of any resulting identity theft, fraud, or financial losses to individuals from this security incident.

Steps Being Taken by Icelandic Provisions

Icelandic Provisions intends to notify the affected individuals by providing written notice. This notice will advise individuals that their personal information may have been exposed, and identify actions they could take in order to guard against the risk of fraud and identity theft, including availing themselves of 18 months of free credit monitoring through Kroll. A copy of that letter is attached.

Icelandic Provisions has received no reports of misuse of this personal data for fraudulent purposes. Icelandic Provisions notified law enforcement of this cyber security incident on or around December 15, 2023. In addition to taking steps to fully understand the scope of the security incident, Icelandic Provisions continues to identify ways in which it can further secure its systems to mitigate future threats, including reviewing its written information security program and minimizing the amount of personal information it retains on its systems.

Certification of Credit Monitoring Services

On behalf of Icelandic Provisions, I hereby certify that credit monitoring services were provided to affected individuals pursuant to Md. Code Com. Law § 14-3504.

If you have any further questions regarding this incident, please contact me at chart@foleyhoag.com.

Sincerely,

A handwritten signature in blue ink, appearing to read "Chris H. Hart", with a long horizontal flourish extending to the right.

Christopher Escobedo Hart
Partner



May , 2024

Individual's Name
Address

Dear _____,

We at Icelandic Provisions, Inc. are writing to inform you of a recent security incident that we experienced that may have exposed your personal information. This notice is sent pursuant to Md. Code Com. Law § 14-3504.

What Happened

In late December 2023, Icelandic Provisions learned of a cyberattack against its systems and engaged an outside cybersecurity consultant to investigate the cause and scope of this security incident. After a thorough forensics investigation, Icelandic Provisions learned that the attacker gained access to Icelandic Provisions' systems beginning on or around October 2023 and was active until around January 2024.

Now that the investigation has concluded, Icelandic Provisions has determined that the attacker may have had the ability to access your personal information through a compromised email account. **Your following personal information may have been exposed: Social Security Number, full name, date of birth, and address.** To be clear, there is no evidence that the attacker actually viewed or removed this information from Icelandic Provisions' systems. However, out of an abundance of caution, we are notifying you so that you can take measures to monitor your personal information.

What Are We Doing

Icelandic Provisions has taken steps to fully understand the scope of the security incident and what information may have been accessed. We take the protection of your personal information seriously and are contacting you directly to explain what occurred and the resources available to you.

What You Can Do

Icelandic Provisions is providing you with 18 months of complimentary identity monitoring services through Kroll. To take advantage of these free services, please follow the instructions in [Attachment 1](#).

In addition to using these services, we urge you to remain vigilant to guard against the risk of fraud and identity theft by reviewing your financial account statements, contacting your financial institutions should you discover anything suspicious, and monitoring your free credit reports.

In the event you do not chose to take advantage of these free services through Kroll, you may choose to protect yourself with automatic credit monitoring by placing a fraud alert on your credit files.

- A fraud alert alerts any entity requesting your credit report that you suspect you were a victim of fraud. When you or someone else attempts to open a credit account in your name, the lender should take measures to verify that you have authorized the request.
- To place a fraud alert on your credit reports, contact one of the three major credit reporting agencies at the appropriate number listed below or via their website.

Equifax (888)766-0008 or www.fraudalert.equifax.com

Experian (888) 397-3742 or www.experian.com

TransUnion (800) 680-7289 or www.transunion.com

You may also considering placing a Security Freeze on your credit report. The instructions for placing a Security Freeze on your credit report are included in Attachment 2.

Finally, if you believe you have suffered identity theft or would like to obtain a statement about preventing identity theft, please contact the Federal Trade Commission at 1-877-FTC-HELP (1-877-382-4357), through the website www.identitytheft.gov, or at the mailing address 600 Pennsylvania Ave., NW, Washington, DC, 20580. You may also contact the Maryland Office of the Attorney General at (410) 576-6300, through the website <https://www.marylandattorneygeneral.gov/Pages/contactus.aspx>, or at the mailing address 200 St. Paul Place, Baltimore, MD 21202.

For More Information

If you have any further questions regarding this incident or would like to speak to anyone for further assistance, please contact me at tony.sciortino@icelandic-provisions.com or call 866-991-SKYR (7597).

Sincerely,

Tony Sciortino

Tony Sciortino
Icelandic Provisions, Inc.
134 West 25th St, 7th Floor
New York, NY 10001-7409

Attachment 1

To help relieve concerns and restore confidence following this incident, we have secured the services of Kroll to provide identity monitoring at no cost to you for 18 months. Kroll is a global leader in risk mitigation and response, and their team has extensive experience helping people who have sustained an unintentional exposure of confidential data. Your identity monitoring services include Credit Monitoring, Fraud Consultation, and Identity Theft Restoration.

Visit <<**IDMonitoringURL**>> to activate and take advantage of your identity monitoring services.

*You have until <<**Date**>> to activate your identity monitoring services.*

Membership Number: <<**Member ID**>>

For more information about Kroll and your Identity Monitoring services, see below or visit info.krollmonitoring.com.



TAKE ADVANTAGE OF YOUR IDENTITY MONITORING SERVICES

You have been provided with access to the following services from Kroll:

Single Bureau Credit Monitoring

You will receive alerts when there are changes to your credit data—for instance, when a new line of credit is applied for in your name. If you do not recognize the activity, you'll have the option to call a Kroll fraud specialist, who will be able to help you determine if it is an indicator of identity theft.

Fraud Consultation

You have unlimited access to consultation with a Kroll fraud specialist. Support includes showing you the most effective ways to protect your identity, explaining your rights and protections under the law, assistance with fraud alerts, and interpreting how personal information is accessed and used, including investigating suspicious activity that could be tied to an identity theft event.

Identity Theft Restoration

If you become a victim of identity theft, an experienced Kroll licensed investigator will work on your behalf to resolve related issues. You will have access to a dedicated investigator who understands your issues and can do most of the work for you. Your investigator will be able to dig deep to uncover the scope of the identity theft, and then work to resolve it.

Kroll's activation website is only compatible with the current version or one version earlier of Chrome, Firefox, Safari and Edge. To receive credit services, you must be over the age of 18 and have established credit in the U.S., have a Social Security number in your name, and have a U.S. residential address associated with your credit file.

Attachment 2

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.

To place a security freeze on your credit report, you must send a written request to **each** of the three major consumer reporting agencies: Equifax (www.equifax.com); Experian (www.experian.com); and TransUnion (www.transunion.com) by regular, certified or overnight mail at the addresses below:

Equifax Security Freeze
P.O. Box 105788
Atlanta, GA 30348
(800) 685-1111

Experian Security Freeze
P.O. Box 9554
Allen, TX 75013
(888) 397-3742

Trans Union Security Freeze
Fraud Victim Assistance Department
P.O. Box 2000
Chester, PA 19022-2000
(888) 909-8872

In order to request a security freeze, you will need to provide the following information:

1. Your full name (including middle initial as well as Jr., Sr., II, III, etc.);
2. Social Security Number;
3. Date of birth;
4. If you have moved in the past five (5) years, provide the addresses where you have lived over the prior 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, military identification, etc.)
7. 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;

8. If you are not a victim of identity theft, include payment by check, money order, or credit card (Visa, MasterCard, American Express or Discover only). Do not send cash through the mail.

If you have been a victim of identity theft, and you provide the credit reporting agency with a valid police report, it cannot charge you to place, lift or remove a security freeze. In all other cases, a credit reporting agency may charge you up to \$5.00 each to place, temporarily lift, or permanently remove a security freeze.

The credit reporting agencies have three (3) business days after receiving your request to place a security freeze on your credit report. The credit bureaus must also send written confirmation to you within five (5) 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 security freeze in order to allow a specific entity or individual access to your credit report, you must call or send a written request to the credit reporting agencies by mail and include proper identification (name, address, and social security number) **and** the PIN number or password provided to you when you placed the security freeze as well as 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. The credit reporting agencies have three (3) business days after receiving your request to lift the security freeze for those identified entities or for the specified period of time.

To remove the security freeze, you must send a written request to each of the three credit bureaus by mail and include proper identification (name, address, and social security number) **and** the PIN number or password provided to you when you placed the security freeze. The credit bureaus have three (3) business days after receiving your request to remove the security freeze.