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June 12, 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 Beasley Media Group (“Beasley”) located at 3033 Riviera Drive, Suite 200, Naples, FL 34102 and are writing to notify your office of an incident that may affect the security of certain personal information relating to one (1) Maryland resident. The investigation into this matter is ongoing, and this notice will be supplemented with any new significant facts learned subsequent to its submission. By providing this notice, Beasley 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 or about December 8, 2023, Beasley became aware of suspicious activity in its network and immediately took steps to secure its network and minimize any disruption to operations. Thereafter, Beasley launched an investigation into the nature and scope of the incident. The investigation determined that an unknown actor gained access to a cloud storage application on Beasley’s network and accessed or acquired certain information therefrom. Following this determination, Beasley began an in-depth process to identify the information that may have been affected, identify the individuals whose information may have been impacted, and reviewed internal Beasley records to identify address information for potentially impacted individuals. While this process remains ongoing, Beasley is notifying individuals for whom complete contact information is currently available.

The information that could have been subject to unauthorized access includes name and payment card information.

Notice to Maryland Resident

On or about June 12, 2024, Beasley provided written notice of this incident to one (1) Maryland resident. Written notice was 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, Beasley moved quickly to investigate and respond to the incident, assess the security of Beasley systems, and identify potentially affected individuals. Further, Beasley notified federal law enforcement regarding the event. Beasley is also working to implement additional safeguards and training to its employees. Beasley is also providing access to credit monitoring services for one (1) year, through IDX, to individuals whose personal information was potentially affected by this incident, at no cost to these individuals.

Additionally, Beasley 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. Beasley is providing individuals with information on how to place a fraud alert and security freeze on one's credit file, information on protecting against tax fraud, 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.

Beasley is also 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) 930-4842.

Very truly yours,

Vincent F. Regan of
MULLEN COUGHLIN LLC

VFR/hkl
Enclosure

EXHIBIT A



To Enroll, Please Call:

1-800-939-4170

Or Visit:

<https://app.idx.us/account-creation/protect>

Enrollment Code: [XXXXXXXX]

<<Return Mail Address>>

<<Name 1>> <<Name 2>>

<<Address 1>>

<<Address 2>>

<<City>>, <<State>> <<Zip>>

<<Country>>

<<Date>>

NOTICE OF [SECURITY INCIDENT] / [DATA BREACH]

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

Beasley Media Group (“Beasley”) is writing to make you aware of an incident that may affect some of your personal information. This letter provides details of the incident, our response to it, and resources available to you to help protect your personal information from possible misuse, should you feel it is appropriate to do so.

What Happened? On or about December 8, 2024, Beasley became aware of suspicious activity in our network. We immediately took steps to secure our network and minimize any disruption to our operations. We launched an investigation into the nature and scope of the incident with the assistance of third-party cybersecurity specialists. The investigation determined that an unknown actor gained access to a cloud storage application on our network and accessed or acquired certain information therefrom.

Following this determination, we began an in-depth process to identify the information that may have been affected, identify the individuals whose information may have been impacted, and reviewed internal Beasley records to identify address information for potentially impacted individuals. This process was completed on or about April 9, 2024. Beasley is notifying you out of an abundance of caution as the investigation determined that certain information relating to you may have been accessed or acquired by an unknown unauthorized person.

What Information Was Involved? Our investigation determined the following types of personal information may be affected: your name, <<exposed data elements>>. Beasley is not aware of any attempted or actual misuse of your information.

What We Are Doing. Information security is among Beasley’s highest priorities, and we have strict security measures in place to protect information in our care. Upon becoming aware of this incident, we immediately took steps to confirm the security of our systems, including the deployment of an advanced threat protection and monitoring tool. We are reviewing existing security policies and implementing additional cybersecurity measures to further protect against similar incidents moving forward. We reported this incident to law enforcement and. We are notifying potentially impacted individuals, including you, that you may take steps to best protect your information, should you feel it is appropriate to do so. We are also reporting to regulatory authorities, as required.

As an added precaution, we are offering you immediate access to credit monitoring and identity theft protection services for 12 months at no cost to you, through IDX. You can find information on how to enroll in these services in the below “*Steps You Can Take to Protect Your Personal Information.*” We encourage you to enroll in these services as we are not able to do so on your behalf.

What You Can Do. We encourage you to remain vigilant against incidents of identity theft and fraud by reviewing your account statements enrolling in the complementary credit monitoring and identity theft protection services being offered to you and monitoring your free credit reports for suspicious activity and to detect errors.

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, please contact Jorge Gadala-Maria in writing at 3033 Riviera Dr. Ste. 200, Naples FL 34103, by phone at (239) 263-5000, or via email at jorge.gadala-maria@bbgi.com. We take this incident very seriously and sincerely regret any inconvenience or concern this incident may cause you.

Sincerely,

Beasley Media Group, LLC

STEPS YOU CAN TAKE TO PROTECT YOUR PERSONAL INFORMATION

Enroll in Monitoring Services

1. Website and Enrollment. Go to <https://app.idx.us/account-creation/protect> and follow the instructions for enrollment using your Enrollment Code provided at the top of the letter. You must enroll by **November 1, 2024**, to take advantage of these services.

2. Activate the credit monitoring provided as part of your IDX identity protection membership. The monitoring included in the membership must be activated to be effective. Note: You must have established credit and access to a computer and the internet to use this service. If you need assistance, IDX will be able to assist you.

3. Telephone. Contact IDX at 1-800-939-4170 to gain additional information about this event and speak with knowledgeable representatives about the appropriate steps to take to protect your credit identity.

4. Review your credit reports. If you discover any suspicious items and have enrolled in IDX identity protection, notify us immediately by calling or by logging into the IDX website and filing a request for help.

If you file a request for help or report suspicious activity, you will be contacted by a member of our ID Care team who will help you determine the cause of the suspicious items. In the unlikely event that you fall victim to identity theft as a consequence of this incident, you will be assigned an ID Care Specialist who will work on your behalf to identify, stop and reverse the damage quickly.

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 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/>.