

CIPRIANI & WERNER

A PROFESSIONAL CORPORATION

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June 21, 2024

Via Email

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

RE: Security Incident Notification

We serve as counsel for Hotel Gansevoort, LLC (“Gansevoort”) 18 Ninth Avenue, New York, New York 10014. We write to provide notification of a recent data security incident. By providing this notice, Gansevoort does not waive any rights or defenses under Maryland law, including the data breach notification statute.

On February 6, 2024, Gansevoort experienced a network disruption that affected their ability to access certain systems. Upon discovery, Gansevoort took immediate steps to respond and secure the network and systems, including the engagement of third-party forensic specialists to assist in a thorough investigation into the nature and scope of the incident. The investigation revealed that certain data may have been accessed by an unauthorized individual. Gansevoort immediately worked to review the data at risk to determine the types of information at risk and to whom it relates. On May 1, 2024, this review was completed and Gansevoort worked to obtain up-to-date contact information to provide individuals with notice.

On June 19, 2024, Gansevoort received its results from a National Change of Address (NCOA) search and confirmed this incident potentially affected 2 Maryland residents. The information potentially impacted included first and last name, date of birth, and/or Social Security number.

In response to this incident, Gansevoort took steps to secure their environment, conducted an investigation, and notified law enforcement. Additionally, Gansevoort began providing notice to the potentially impacted individuals on June 20, 2024 via U.S. mail. A copy of the notice is attached as **Exhibit A**. In an abundance of caution, Gansevoort is offering the potentially impacted individuals complimentary credit monitoring and identity protection services.

Very truly yours,

CIPRIANI & WERNER, P.C.



Jason Goodwin, Esq.

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EXHIBIT A

GANSEVOORT

P.O. Box 2623
Duluth, GA 30096-9998

Postal Endorsement Line

<<Full Name>>

<<Address 1>>

<<Address 2>>

<<Address 3>>

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

<<Country>>

***Postal IMB Barcode

<<Date>>

<<Variable Data 1>>

Dear <<Full Name>>:

Gansevoort Hotel Group (“Gansevoort”) writes to notify you of an incident that may have involved some of your personal information as described below. We take the privacy of information in our care seriously, and while we have no evidence to suggest that any information has been, or will be, misused, we are providing you information about the incident, our response, and steps you can take to protect your information should you feel it is necessary to do so.

What Happened: Gansevoort recently experienced a network disruption that affected our ability to access certain systems. In response, we promptly initiated an investigation, engaging third-party specialists to assist with understanding the nature and scope of the disruption. As part of our investigation, we have learned that certain information within our systems was subject to unauthorized access on or around February 6, 2024. Upon discovery, we began a thorough review of the data potentially impacted to determine the types of information that may have been impacted and the individuals to whom it relates. On May 1, 2024, this process was completed, and we worked to confirm up-to-date contact information to provide you with notification as soon as possible.

What Information Was Involved: The types of information contained within the potentially affected data included your first and last name, in combination with the following data elements: << Data Elements>>.

What We Are Doing: We have taken the steps necessary to address the incident and are committed to fully protecting the information that you have entrusted to us. Upon learning of this incident, we took steps to secure our systems and to enhance the security of our network to prevent similar incidents from occurring in the future. As an additional safeguard, we have arranged for you to enroll, at no cost to you, in an online credit monitoring and identity protection services for a period of <<Cm Duration>> months.

What You Can Do: In addition to enrolling in the complimentary credit monitoring service detailed within, we recommend that you remain vigilant against incidents of identity theft and fraud by reviewing your credit reports/account statements for suspicious activity and to detect errors. If you discover any suspicious or unusual activity on your accounts, please promptly contact the financial institution or company. We have provided additional information below, which contains more information about steps you can take to help protect yourself against fraud and identity theft.

For More Information: Should you have any questions or concerns, please contact our dedicated assistance line at 888-498-9632 between 9 am – 9 pm Eastern Time, Monday through Friday excluding U.S. holidays.

Sincerely,

Hotel Gansevoort

Recommended Steps to Help Protect Your Information

Enroll in Identity Defense Complete

Enrollment Instructions

To enroll in Identity Defense, visit app.identitydefense.com/enrollment/activate/gansevoort

1. Enter your unique Activation Code <<[Activation Code](#)>>
Enter your Activation Code and click 'Redeem Code'.
2. Create Your Account
Enter your email address, create your password, and click 'Create Account'.
3. Register
Enter your legal name, home address, phone number, date of birth, Social Security Number, and click 'Complete Account'.
4. Complete Activation
Click 'Continue to Dashboard' to finish enrolling.

The deadline to enroll is <<[Enrollment Deadline](#)>>. After <<[Enrollment Deadline](#)>>, the enrollment process will close, and your Identity Defense code will no longer be active. **If you do not enroll by <<[Enrollment Deadline](#)>>, you will not be able to take advantage of Identity Defense, so please enroll before the deadline.**

If you need assistance with the enrollment process or have questions regarding Identity Defense, please call Identity Defense directly at 1.866.622.9303.

Monitor Your Accounts

We encourage you to remain vigilant against incidents of identity theft and fraud by reviewing your credit reports/account statements for suspicious activity and to detect errors. Under U.S. law, you are entitled to one free credit report annually from each of the three major credit reporting bureaus, TransUnion, Experian, and Equifax. To order your free credit report, visit www.annualcreditreport.com or call 1-877-322-8228. Once you receive your credit report, review it for discrepancies and identify any accounts you did not open or inquiries from creditors that you did not authorize. If you have questions or notice incorrect information, contact the credit reporting bureau.

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

As an alternative to a fraud alert, you 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 your express authorization. The credit freeze is designed to prevent credit, loans, and services from being approved in your name without your consent. However, you should be aware that using a credit freeze may delay, interfere with, or prohibit the timely approval of any subsequent request or application you make regarding a new loan, credit, mortgage, or any other account involving the extension of credit. Pursuant to federal law, you cannot be charged to place or lift a credit freeze on your credit report. To request a credit freeze, you will need to provide the following information:

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

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

TransUnion 1-800-680-7289 www.transunion.com TransUnion Fraud Alert P.O. Box 2000 Chester, PA 19016-2000 TransUnion Credit Freeze P.O. Box 160 Woodlyn, PA 19094	Experian 1-888-397-3742 www.experian.com Experian Fraud Alert P.O. Box 9554 Allen, TX 75013 Experian Credit Freeze P.O. Box 9554 Allen, TX 75013	Equifax 1-888-298-0045 www.equifax.com Equifax Fraud Alert P.O. Box 105069 Atlanta, GA 30348-5069 Equifax Credit Freeze P.O. Box 105788 Atlanta, GA 30348-5788
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Additional Information

You can further educate yourself regarding identity theft, fraud alerts, credit freezes, and the steps you can take to protect your personal information by contacting the credit reporting bureaus, the Federal Trade Commission (FTC), or your state Attorney General. The FTC also encourages those who discover that their information has been misused to file a complaint with them. The FTC may be reached at 600 Pennsylvania Ave. NW, Washington, D.C. 20580; www.identitytheft.gov; 1-877-ID-THEFT (1-877-438-4338); and TTY: 1-866-653-4261.

You have the right to file a police report if you ever experience identity theft or fraud. Please note that in order to file a report with law enforcement for identity theft, you will likely need to provide some proof that you have been a victim. Instances of known or suspected identity theft should also be reported to law enforcement, your state Attorney General, and the FTC.

For Maryland residents, the Maryland Attorney General may be contacted at 200 St. Paul Place, 16th Floor, Baltimore, MD 21202; 1-888-743-0023; and <https://www.marylandattorneygeneral.gov>. Gansevoort Hotel Group may be contacted at 18 Ninth Ave, New York, NY 10014.

For New Mexico residents, 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: (i) the consumer reporting agencies must correct or delete inaccurate, incomplete, or unverifiable information; (ii) the consumer reporting agencies may not report outdated negative information; (iii) access to your file is limited; (iv) you must give consent for credit reports to be provided to employers; (v) you may limit “prescreened” offers of credit and insurance you get based on information in your credit report; (vi) 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 by visiting https://files.consumerfinance.gov/f/201504_cfpb_summary_your-rights-under-fcra.pdf, or by writing Consumer Response Center, Room 130-A, FTC, 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 contacted at 150 South Main Street, Providence, RI 02903; 1-401-274-4400; and www.riag.ri.gov. Under Rhode Island law, you have the right to obtain any police report filed in regard to this incident. There are <<RI Count>> Rhode Island residents impacted by this incident.

For Washington, D.C. residents, the District of Columbia Attorney General may be contacted at 400 6th Street NW, Washington, D.C. 20001; 202-442-9828, and <https://oag.dc.gov/consumer-protection>. Gansevoort Hotel Group may be contacted at 18 Ninth Ave, New York, NY 10014.

