



MULLEN
COUGHLIN^{LLC}
ATTORNEYS AT LAW

Christopher J. DiIenno
Office: (267) 930-4775
Fax: (267) 930-4771
Email: cdienno@mullen.law

426 W. Lancaster Avenue, Suite 200
Devon, PA 19333

July 5, 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 ASM Global Parent, Inc. (“ASM Global”) located at 300 Conshohocken State Road, Suite 450, West Conshohocken, PA 19428, and through joint interest, the Pennsylvania Convention Center Authority (“PCCA”), located at 1101 Arch Street, Philadelphia, PA 19107, and are writing to notify your office of an incident that may affect the security of certain personal information relating to six (6) Maryland residents. This notice will be supplemented with any new significant facts learned subsequent to its submission. By providing this notice, ASM Global and PCCA do 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

ASM Global is the management company for the Pennsylvania Convention Center (“PCC”). On April 13, 2024, ASM Global became aware that certain computer servers and systems in the PCC environment were not functioning properly and showed signs of suspicious activity. ASM Global and PCCA immediately took steps to secure PCC’s systems and launched an investigation into the nature and scope of the event with the assistance of third-party forensic specialists. The investigation determined that between April 12, 2024, and April 13, 2024, an unknown actor gained access to certain systems on the PCC network and accessed and/or acquired certain files from these systems. In response, ASM Global and PCCA reviewed the affected files in order to identify what information is contained therein and to whom that information relates. On May 24, 2024, ASM Global and PCCA completed this review and confirmed that information relating to certain employees and contractors may have been impacted by this event. There is no evidence of any actual or attempted fraudulent misuse of information as a result of this incident.

The information that could have been subject to unauthorized access includes name and Social Security number.

Notice to Maryland Residents

On or about July 5, 2024, ASM Global and PCCA began providing written notice of this incident to six (6) 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, ASM Global and PCCA moved quickly to investigate and respond to the incident, assess the security of PCC's systems, and identify potentially affected individuals. Further, ASM Global and PCCA notified federal law enforcement regarding the event. ASM Global and PCCA are also working to implement additional safeguards and training to its employees. ASM Global and PCCA are providing access to credit monitoring services for two (2) years, through Experian, to individuals whose personal information was potentially affected by this incident, at no cost to these individuals.

Additionally, ASM Global and PCCA are providing impacted individuals with guidance on how to better protect against identity theft and fraud. ASM Global and PCCA are 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.

ASM Global and PCCA are providing written notice of this incident to relevant state regulators, as necessary, and to the three (3) major credit reporting agencies, Equifax, Experian, and TransUnion.

Contact Information

Should you have any questions regarding this notification or other aspects of the data security event, please contact us at (267) 930-4775.

Very truly yours,



Christopher J. DiIenno of
MULLEN COUGHLIN LLC

EXHIBIT A



AN  MANAGED FACILITY

Return Mail Processing
PO Box 999
Suwanee, GA 30024

1 11 *****AUTO**MIXED AADC 300

SAMPLE A. SAMPLE - L01



APT ABC

123 ANY ST

ANYTOWN, US 12345-6789



July 5, 2024

NOTICE OF [EXTRA1]

Dear Sample A. Sample:

ASM Global Parent, Inc. (“ASM Global”), formally known as SMG, and the Pennsylvania Convention Center Authority (“PCCA”), are writing to inform you of a recent incident that may have impacted the privacy of some of your information. We are providing you with information about the event, our response to it, and resources we are making available to you to help protect your information should you wish to do so.

What Happened? ASM Global is the management company for the Pennsylvania Convention Center (“PCC”). On April 13, 2024, we became aware that certain computer servers and systems in PCC’s environment were not functioning properly and showed signs of unauthorized activity. We immediately took steps to secure PCC’s systems and launched an investigation into the nature and scope of the event with the assistance of third-party forensic specialists. The investigation determined that between April 12, 2024, and April 13, 2024, an unknown actor gained access to certain systems on PCC’s network and accessed and/or acquired certain files from these systems. In response, we reviewed the affected files in order to identify what information is contained therein and to whom that information relates. On May 24, 2024, we completed our review and confirmed that information relating to certain individuals may have been impacted by this event, including you.

What Information Was Involved? While we have no evidence of any actual or attempted fraudulent misuse of information as a result of this incident, our review determined that the following types of information were present in the affected files: your [Extra2].

What We Are Doing. The confidentiality, privacy, and security of personal information are among ASM Global’s and PCCA’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 secure the impacted systems and launched a full investigation with the assistance of third-party forensic specialists. We have implemented additional security measures to further protect against similar incidents occurring in the future. We also reported this incident to federal law enforcement and are cooperating with their investigation.

Additionally, we are offering credit monitoring and identity protection services for **twenty-four (24)** months through Experian, at no cost to you. The deadline to enroll in these services is **September 30, 2024**. Please note that you will not be automatically enrolled in these services. Should you wish to do so, you will need to enroll yourself in these services, as we are not able to do so on your behalf. You may find instructions on how to enroll in these services in the enclosed *Steps You Can Take to Help Protect Your Personal Information*.

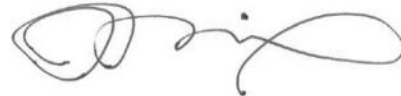
What You Can Do. We encourage you to remain vigilant against incidents of identity theft and fraud by reviewing your account statements and monitoring your free credit reports for suspicious activity and to detect errors. You may also review the information contained in the enclosed *Steps You Can Take to Help Protect Your Personal Information*. There you will also find more information on the credit monitoring and identity protection services we are making available to you, free of cost.

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 call our dedicated assistance line at **866-362-1841** between the hours of **8am - 8pm Central Time**, Monday through Friday, excluding major U.S. holidays. You may also write to us at 1101 Arch Street, Philadelphia, PA 19107.

Sincerely,



Tony Hodgins
General Manager
ASM Global Parent, Inc.



John J. McNichol
President & Chief Executive Officer
Pennsylvania Convention Center Authority

STEPS YOU CAN TAKE TO HELP PROTECT YOUR PERSONAL INFORMATION

Enroll in Monitoring Services

To help protect your identity, we are offering complimentary access to Experian IdentityWorksSM for 24 months.

If you believe there was fraudulent use of your information as a result of this incident and would like to discuss how you may be able to resolve those issues, please reach out to an Experian agent. If, after discussing your situation with an agent, it is determined that identity restoration support is needed then an Experian Identity Restoration agent is available to work with you to investigate and resolve each incident of fraud that occurred from the date of the incident (including, as appropriate, helping you with contacting credit grantors to dispute charges and close accounts; assisting you in placing a freeze on your credit file with the three major credit bureaus; and assisting you with contacting government agencies to help restore your identity to its proper condition).

Please note that Identity Restoration is available to you for 24 months from the date of this letter and does not require any action on your part at this time. The Terms and Conditions for this offer are located at www.ExperianIDWorks.com/restoration.

While identity restoration assistance is immediately available to you, we also encourage you to activate the fraud detection tools available through Experian IdentityWorks as a complimentary 24-month membership. This product provides you with superior identity detection and resolution of identity theft. To start monitoring your personal information, please follow the steps below:

- Ensure that you **enroll by** September 30, 2024 (Your code will not work after this date.)
- **Visit** the Experian IdentityWorks website to enroll: <https://www.experianidworks.com/credit>
- Provide your **activation code**: ABCDEFGHI

If you have questions about the product, need assistance with Identity Restoration that arose as a result of this incident, or would like an alternative to enrolling in Experian IdentityWorks online, please contact Experian's customer care team at 866-362-1841 by September 30, 2024. Be prepared to provide engagement number B126428 as proof of eligibility for the Identity Restoration services by Experian.

ADDITIONAL DETAILS REGARDING YOUR 24-MONTH EXPERIAN IDENTITYWORKS MEMBERSHIP

A credit card is not required for enrollment in Experian IdentityWorks. You can contact Experian immediately regarding any fraud issues, and have access to the following features once you enroll in Experian IdentityWorks:

- **Experian credit report at signup:** See what information is associated with your credit file. Daily credit reports are available for online members only.*
- **Credit Monitoring:** Actively monitors Experian file for indicators of fraud.
- **Identity Restoration:** Identity Restoration specialists are immediately available to help you address credit and non-credit related fraud.
- **Experian IdentityWorks ExtendCARETM:** You receive the same high-level of Identity Restoration support even after your Experian IdentityWorks membership has expired.
- **\$1 Million Identity Theft Insurance^{**}:** Provides coverage for certain costs and unauthorized electronic fund transfers.

* Offline members will be eligible to call for additional reports quarterly after enrolling.

** The Identity Theft Insurance is underwritten and administered by American Bankers Insurance Company of Florida, an Assurant company. Please refer to the actual policies for terms, conditions, and exclusions of coverage. Coverage may not be available in all jurisdictions.

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/>.

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 is approximately [1] Rhode Island resident that may be impacted by this event.

