

Holland & Knight

800 17th Street N.W., Suite 1100 | Washington, District of Columbia 20006 | T 202.955.3000 | F 202.955.5564

Holland & Knight LLP | www.hklaw.com

Shardul Desai

+1 202-469-5210

Shardul.Desai@hklaw.com

VIA EMAIL

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

Re: Notice of Security Incident

To Whom it May Concern:

I am writing on behalf of MarineMax, Inc. (“MarineMax”) to inform you that notice is being sent to Maryland residents regarding a data incident in which MarineMax was the victim of a cyberattack that resulted in certain personal information being accessed without authorization.

I. Nature of the Security Incident

On March 10, 2024, MarineMax discovered that it was the victim of a cybersecurity incident that impacted a limited portion of its information environment. Upon discovery, it immediately investigated the incident with the assistance of forensics experts. The investigation determined that an unauthorized actor obtained access to its environment from March 1, 2024 to March 10, 2024. The investigation also determined that the unauthorized actor was able to acquire some of MarineMax’s files, which contained personal information.

II. Number of Residents Affected and Notified

The affected files contain the personal information belonging to 2,375 Maryland residents. The impacted data varied for each individual but may have included an individuals’ name, Social Security number, driver’s license number (active and expired), expired passport information, financial account number, credit card information (active and expired), medical information, or health insurance information.

Notices were sent to impacted individuals by U.S. mail on July 16, 2024.

III. Steps MarineMax has Taken to Address the Incident

To help protect against a similar attack in the future, MarineMax has implemented additional security measures and continues to aggressively monitor its environment. MarineMax also notified the Federal Bureau of Investigation of the incident. In addition, MarineMax arranged to have Experian help protect the affected individuals from identity theft by offering, free of charge, 24 months of credit monitoring. It also provided an explanation of additional steps that affected individuals may consider taking, free of charge, to further protect themselves, including checking credit reports, utilizing fraud alert services and placing a security freeze on credit reports. Enclosed is a copy of the notification letter sent to individuals.

Please contact me if you have any questions.

Sincerely,

A handwritten signature in blue ink, reading "Shardul Desai" with a stylized flourish at the end.

Shardul Desai

Enclosure

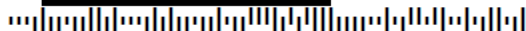


Return Mail Processing
PO Box 589
Claysburg, PA 16625-0589

July 16, 2024



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Re: Notice of Data Incident

Dear [REDACTED]

We write to inform you about a recent incident experienced by MarineMax, Inc. that may have involved some of your personal information. We are providing you with information about the incident and steps you can take to protect yourself, should you feel it necessary to do so.

What Happened. On March 10, 2024, we discovered that we were the victim of a cybersecurity incident that impacted a limited portion of our information environment. Based on our investigation of the incident, we determined that an unauthorized third party obtained access to our environment. Our investigation recently concluded, and it was determined that the unauthorized third party acquired some of our data, which contained your personal information.

What Information Was Involved. The impacted files contained your personal information, including your [REDACTED]

What We Are Doing. Upon discovery of the incident, we remediated our environment, implemented additional security measures, initiated an investigation with the assistance of third-party forensic experts, and notified law enforcement authorities. We also are notifying you so that you may take further steps to protect your information, should you feel it appropriate to do so. In addition, we are providing you with access to 24 months of credit monitoring and identity restoration services through Experian at no charge to you. You must enroll by October 31, 2024.

What You Can Do. Please review the enclosed *"Steps You Can Take To Help Protect Your Information"* which describes the services we are offering, how to activate them, and provides further details on how to protect yourself. We encourage you to remain vigilant against the potential for identity theft and fraud and to monitor your accounts and credit reports for any suspicious activity.

For More Information. We sincerely regret any inconvenience this incident may have caused you. If you have additional questions, you may call our dedicated assistance line 855-711-2743 (toll-free), Monday–Friday, from 9:00 a.m. to 9:00 p.m. Eastern Time (excluding U.S. holidays). Please be prepared to provide engagement number B127743.

Sincerely,

MarineMax

B127743

0001091



L7096-L01

STEPS YOU CAN TAKE TO HELP PROTECT YOUR INFORMATION

Enroll in Complimentary Identity Monitoring Services

We are providing you with a 24-month membership of Experian's IdentityWorks. A credit card is not required for enrollment in the identity monitoring services. To enroll, at no cost to you,

- Visit the Experian IdentityWorks website to enroll: <https://www.experianidworks.com/credit>
- Provide your activation code: [REDACTED]
- Ensure that you enroll by: **October 31, 2024** (Your code will not work after this date.)

With Experian IdentityWorks, you can contact Experian **immediately** regarding any fraud issues, and have access to the following features once you enroll:

- **Experian credit report at signup:** See what information is associated with your credit file. Daily credit reports are available for online members only. Offline members may call for additional reports quarterly.
- **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 ExtendCARE™:** You receive the same high-level of Identity Restoration support even after your Experian IdentityWorks membership has expired.
- **Up to \$1 Million Identity Theft Insurance*:** Provides coverage for certain costs and unauthorized electronic fund transfers.

* 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.

If you have questions about the product, need assistance with identity restoration, or would like an alternative to enrolling in Experian IdentityWorks online, please contact Experian's customer care team at **855-711-2743** by **October 31, 2024**. Be prepared to provide engagement number **B127743** as proof of eligibility for the identity restoration services by Experian.

If you believe there was fraudulent use of your information and would like to discuss how you may be able to resolve those issues, please reach out to an Experian agent at **855-711-2743**. 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 (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).

The Terms and Conditions for this offer are located at www.ExperianIDWorks.com/restoration. You will also find self-help tips and information about identity protection at this site.

Free Credit Report

Under U.S. law, you are entitled to one free credit report annually from each of the three major credit reporting bureaus (Equifax, Experian, and TransUnion). Obtaining a copy of your credit report from each agency on an annual basis, and reviewing it for suspicious activity, can help you spot problems and address them quickly. You can request your free credit report online at www.annualcreditreport.com or by phone at 1-877-322-8228. You can also request your free credit report by completing the request form at: www.annualcreditreport.com, and mailing it to Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348-5281. You may wish to stagger your requests so that you receive a free report by one of the three credit bureaus every four months.

Fraud Alert

As a precaution against identity theft, you can consider placing a fraud alert on your credit file. A "fraud alert" tells creditors to contact you before opening a new account or changing an existing account. A fraud alert also lets your creditors know to watch for unusual or suspicious activity. To place a fraud alert, call any one of the three major credit reporting agencies listed below. An initial fraud alert remains effective for ninety days, and is

free of charge. If you wish, you can renew the fraud alert at the expiration of this initial period. As soon as one credit agency confirms your fraud alert, the others are notified to place fraud alerts on your file.

Equifax®

P.O. Box 105069
Atlanta, GA 30348-5069
1-800-685-1111
<https://www.equifax.com/personal/credit-report-services/credit-fraud-alerts>

Experian

P.O. Box 9554
Allen, TX 75013-9701
1-888-397-3742
www.experian.com/fraud/center.html

TransUnion®

P.O. Box 2000
Chester, PA 19016-1000
1-800-680-7289
<https://www.transunion.com/fraud-alerts>

Security Freeze

Federal law also allows consumers to place, lift or remove a security freeze on their credit reports at no charge. A security freeze prohibits a credit reporting agency from releasing any information from a consumer's credit report without written authorization. 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 by regular, certified, or overnight mail at the addresses below to *each* of the three major credit reporting agencies: Equifax (www.equifax.com); Experian (www.experian.com); and TransUnion (www.transunion.com). You may also request the security freeze through *each* of the credit reporting agencies' websites or over the phone:

Equifax®

P.O. Box 105788
Atlanta, GA 30348-5788
1-888-298-0045
<https://www.equifax.com/personal/help/place-lift-remove-security-freeze/>

Experian

P.O. Box 9554
Allen, TX 75013
1-888-397-3742
www.experian.com/freeze/center.html

TransUnion®

P.O. Box 160
Woodlyn, PA 19094
1-888-909-8872
www.transunion.com/credit-freeze

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; and
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.

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.

Additional Information

You may obtain additional information about identity theft by contacting the above, your state Attorney General, or the Federal Trade Commission (FTC). The Federal Trade Commission can be reached at: 600 Pennsylvania Avenue NW, Washington, DC 20580; www.identitytheft.gov; 1-877-ID-THEFT (1-877-438-4338); and TTY: 1-866-653-4261. You are advised to report known or suspected identity theft to law enforcement, including your state's Attorney General and the FTC. Under the law, you have the right to obtain any police report filed in regard to this incident. If you are the victim of identity theft or fraud, you also have the right to file a police report and obtain a copy of it. Notice was not delayed as a result of law enforcement.

For New York residents, the Attorney General can be contacted at The Capitol, Albany, NY, 12224, ag.ny.gov, or 800-771-7755.

For North Carolina residents, the Attorney General can be contacted at 9001 Mail Service Center, Raleigh, NC 27699, ncdoj.gov, or 919-716-6000.

For Maryland residents, the Attorney General can be contacted at 200 St. Paul Place, 16th Floor, Baltimore, MD 21202, oag.state.md.us, or 888-743-0023. We can be contacted at 2600 McCormick Drive, Suite 200, Clearwater, FL 33759.

For Rhode Island residents, the Attorney General can be contacted at 150 South Main Street, Providence, RI, 02903, www.riag.ri.gov, or 401-274-4400.

For District of Columbia residents, the Attorney General can be contacted at 400 6th Street NW, Washington, D.C. 20001, oag.dc.gov, or 202-727-3400.

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, the consumer reporting agencies must correct or delete inaccurate, incomplete, or unverifiable information and the consumer reporting agencies may not report outdated negative information. 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 files.consumerfinance.gov/f/201504_cfpb_summary_your-rights-under-fcra.pdf.