



MULLEN
COUGHLIN^{LLC}
ATTORNEYS AT LAW

Jillian Seifrit
Office: (267) 930-4651
Fax: (267) 930-4771
Email: JSeifrit@mullen.law

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

July 19, 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 Chicago Zoological Society d/b/a Brookfield Zoo Chicago (“Brookfield Zoo Chicago”) located at 3300 Golf Road, Brookfield, Illinois 60513, and are writing to notify your office of an event that may affect the security of certain information relating to nineteen (19) Maryland residents. This notice may be supplemented if any new significant facts are learned subsequent to its submission. By providing this notice, Brookfield Zoo Chicago 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 January 16, 2024, Brookfield Zoo Chicago became aware of suspicious activity occurring within its computer network. Brookfield Zoo Chicago immediately began an investigation, with third-party cyber specialists, to determine the nature and scope of the activity. Its investigation determined that certain files within its network were potentially accessed or copied by an unauthorized actor around January 16, 2024. In an abundance of caution, Brookfield Zoo Chicago worked with third-party review specialists to conduct a comprehensive review of the potentially impacted files to determine what information was potentially impacted and to whom that information related. This review concluded on or around June 26, 2024.

The information that could have been potentially impacted includes name and Social Security number.

Notice to Maryland Residents

On or about July 19, 2024, Brookfield Zoo Chicago provided written notice of this event to nineteen (19) 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 becoming aware of this event, Brookfield Zoo Chicago moved quickly to investigate and respond to the event, assess the security of Brookfield Zoo Chicago systems, and identify potentially affected individuals. Further, Brookfield Zoo Chicago notified local and federal law enforcement regarding the event. As part of Brookfield Zoo Chicago's ongoing commitment to the privacy of information in its care, Brookfield Zoo Chicago is also working to implement additional safeguards and training to its employees.

Further, Brookfield Zoo Chicago is providing access to credit monitoring services for two (2) years, through Experian, to individuals whose information was potentially affected by this event, at no cost to these individuals. Additionally, Brookfield Zoo Chicago is providing impacted individuals with guidance on how to better protect against identity theft and fraud. Brookfield Zoo Chicago is providing individuals with information on how to place a fraud alert and security freeze on one's credit file, 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.

Brookfield Zoo Chicago is providing written notice of this event to relevant state regulators, as necessary, and to the three 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) 930-4651.

Very truly yours,

Jillian Seifrit of
MULLEN COUGHLIN LLC

JZS/kld
Enclosure

EXHIBIT A



CONNECT
CARE
CONSERVE

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

July 19, 2024

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SAMPLE A SAMPLE - L01 INDIVIDUAL
APT ABC
123 ANY STREET
ANYTOWN, ST 12345-6789



Notice of [EXTRA1]

Dear Sample A. Sample:

Chicago Zoological Society d/b/a Brookfield Zoo Chicago (“Brookfield Zoo”) is providing notice of an event that may involve some of your personal information. Although we have no evidence that your information has been misused for identity theft or fraud as a result of this event, this notice provides information about the event, our response, and resources available to you to help protect your information from possible misuse, should you feel it appropriate to do so.

What Happened? On or around January 16, 2024, we became aware of suspicious activity in our network. We took steps necessary to secure our network and immediately launched an investigation into the nature and the scope of the event with the assistance of third-party cyber specialists. Through our investigation, we learned that an unknown individual accessed certain Brookfield Zoo systems and around January 16, 2024, may have accessed and/or copied certain files from our systems. In an abundance of caution, we worked with third-party review specialists to undertake a comprehensive review of the files to determine what information was potentially involved and to whom that information related.

What Information Was Involved? Our investigation determined that the following types of information related to you were present in the potentially impacted files at the time of the event: your name and [Extra2 -data elements].

What We Are Doing. We take this event and the security of information in our care very seriously. Upon becoming aware of this event, we took prompt steps to secure our systems, initiate an investigation, and notify local and federal law enforcement. As part of our ongoing commitment to the privacy of information in our care, we are evaluating additional technical security measures, and existing policies and procedures to mitigate reoccurrence of this type of event.

Also, we are offering complimentary credit monitoring and identity restoration services for twenty-four (24) months through Experian. Instructions for enrolling in the services provided, as well as additional information on how to better protect against identity theft or fraud, are included in the next section of this letter.

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 to detect errors. You may also review the *Steps You Can Take to Protect Personal Information* section of this letter, which contains information on what you can do to safeguard against possible misuse of your information.

For More Information. We understand that you may have additional questions related to this event and we have set up a dedicated assistance line with external specialists from Experian who can help. You can contact Experian at Monday through Friday between 9:00 a.m. and 9:00 p.m. EST (excluding major U.S. holidays). You may also write to Brookfield Zoo at 3300 Golf Road, Brookfield, IL 60513.

Sincerely,
Brookfield Zoo Chicago Management

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STEPS YOU CAN TAKE TO PROTECT 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 because of this event 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 event (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 October 31, 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 because of this event, or would like an alternative to enrolling in Experian IdentityWorks online, please contact Experian's customer care team at _____ by October 31, 2024. Be prepared to provide engagement number _____ 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.¹
- **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™:** If you experience fraudulent activity during the period of your Experian membership, you will receive the same high-level of Identity Restoration support even after your Experian IdentityWorks membership has expired.
- **\$1 Million Identity Theft Insurance²:** Provides coverage for certain costs and unauthorized electronic fund transfers.

¹ Offline members will be eligible to call for additional reports quarterly after enrolling.

² 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 their 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

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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 District of Columbia residents, the District of Columbia Attorney General may be contacted at: 400 6th Street, NW, Washington, D.C. 20001; (202) 442-9828; and oag.dc.gov.

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 Mexico residents, consumers have rights pursuant to the Fair Credit Reporting Act, such as the right to be told if information in their credit file has been used against them, the right to know what is in their credit file, the right to ask for their credit score, and the right to dispute incomplete or inaccurate information. Further, pursuant to the Fair Credit Reporting Act, the consumer reporting bureaus must correct or delete inaccurate, incomplete, or unverifiable information; consumer reporting agencies may not report outdated negative information; access to consumers' files is limited; consumers must give consent for credit reports to be provided to employers; consumers may limit "prescreened" offers of credit and insurance based on information in their credit report; and consumers may seek damages from violators. Consumers 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 consumers to review their rights pursuant to the Fair Credit Reporting Act by visiting www.consumerfinance.gov/f/201504_cfpb_summary_your-rights-under-fcra.pdf, or by writing Consumer Response Center, Room 130-A, Federal Trade Commission, 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 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 are approximately 3 Rhode Island residents that may be impacted by this event.