



MULLEN
COUGHLIN^{LLC}
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September 6, 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 NoIR (“NoIR”) located at 4975 Technical Drive Milford Charter Township, MI 48381, 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. By providing this notice, NoIR 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 July 16, 2024, NoIR became aware of suspicious activity related to certain NoIR systems. They promptly launched an investigation into the nature and scope of the activity. The investigation determined certain data in their network was accessed without authorization from July 11, 2024, to July 16, 2024. They reviewed the affected data to identify the types of information contained therein and to whom the information relates.

The information that could have been subject to unauthorized access includes name, email address, and financial account information or credit card information.

Notice to Maryland Resident

On or about September 6, 2024, NoIR provided written notice of this incident to one (1) Maryland resident. 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, NoIR moved quickly to investigate and respond to the incident, assess the security of NoIR systems, and identify potentially affected individuals. NoIR is also working to implement additional safeguards and training to its employees. NoIR is providing access to credit monitoring services for twenty-four (24) months through IDX, to individuals whose personal information was potentially affected by this incident, at no cost to these individuals.

Additionally, NoIR 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. NoIR 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.

NoIR is providing written notice of this incident 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) 930-4777.

Very truly yours,

A handwritten signature in blue ink, appearing to read "Brian F. Fox".

Brian F. Fox of
MULLEN COUGHLIN LLC

BFF/azd
Enclosure

EXHIBIT A



4975 Technical Drive
Milford Charter Township, MI 48381

[REDACTED]

September 6, 2024

NOTICE OF DATA EVENT

Dear [REDACTED]:

NoIR Laser Company, LLC ("NoIR") write to inform you of an event that may involve some of your personal information. Although NoIR is unaware of any actual or attempted misuse of your personal information, we are providing you notice of this event, information about the incident, our response, and resources available to help protect your information from possible misuse, should you feel it appropriate to do so.

What Happened? On July 16, 2024, we became aware of suspicious activity related to certain NoIR systems. We immediately launched an investigation into the nature and scope of the activity. The investigation determined certain data in our network was accessed without authorization from July 11, 2024, to July 16, 2024. We reviewed the affected data to identify the types of information contained therein and to whom the information relates.

What Information Was Involved? Based on our investigation, the following data elements were affected as a result of this incident: name, email address, and financial account information or credit card information.

What We Are Doing. We take this event and the security of information in our care seriously. Upon becoming aware of this incident, NoIR promptly commenced an investigation to confirm the nature and scope of this incident. As part of our ongoing commitment to the privacy of information in our care, we are reviewing our policies, procedures and processes to reduce the likelihood of a similar future event.

Additionally, we are offering you twenty-four (24) months of complimentary credit monitoring through IDX. More information about the services and enrollment instructions may be found in the attached *Steps You Can Take to Help Protect Personal Information*.

What You Can Do. We encourage potentially affected individuals to remain vigilant against incidents of identity theft and fraud by reviewing your account statements along with monitoring your free credit reports for suspicious activity and to detect errors. You can also enroll to receive the complimentary credit monitoring services that we are offering to you and review the information contained in the enclosed *Steps You Can Take to Help Protect Personal Information*.

For More Information. We understand that you may have questions about this event that are not addressed in this letter. If you have additional questions, please call **1-800-939-4170**.

Sincerely,

NoIR Laser Company, LLC

STEPS YOU CAN TAKE TO PROTECT PERSONAL INFORMATION



Enroll in Monitoring Services

1. Website and Enrollment. Go to <http://app.idx.us/account-creation/protect> and follow the instructions for enrollment using your Enrollment Code provided at the top of the letter.
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.

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.);
1. Social Security number;
2. Date of birth;
3. Addresses for the prior two to five years;
4. Proof of current address, such as a current utility bill or telephone bill;
5. A legible photocopy of a government-issued identification card (state driver’s license or ID card, etc.); and
6. 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.