

September 4, 2024

Anthony G. Brown
Maryland Attorney General
Saint Paul Plaza, 200 St Paul Pl
Baltimore, MD 21202
Idtheft@oag.state.md.us

Re: Notice of Security Incident Affecting DMAX

Dear Attorney General Brown,

I write on behalf of DMAX Ltd. ("DMAX") regarding a security incident.

On July 16, 2024, DMAX identified suspicious activity on its network by an unauthorized party and severed all facility connection to contain the incident. DMAX immediately launched a comprehensive investigation to determine the cause and scope of the incident and promptly notified law enforcement.

While the investigation did not confirm that the unauthorized party acquired data from DMAX's network, out of an abundance of caution, DMAX undertook an extensive analysis of its files. On August 14, 2024, our investigation identified individuals whose information may have been accessed, and we are notifying those individuals. This information included name and Social Security Number.

As discussed above, upon learning of the incident, DMAX immediately severed all facility connection and contained the incident. DMAX also enhanced its cybersecurity by adding additional monitoring and disabling any externally facing services that did not require multi-factor authentication.

We have identified **one (1)** Maryland resident whose information may have been accessed. DMAX is sending the attached notice to the affected individual with information on how to activate complimentary credit monitoring and identity theft restoration services for one (1) year, as well as how to help keep their personal information safe, and a toll-free number for additional assistance if they had any questions.

Due to these swift actions, DMAX believes that the incident has not and will not likely result in identity theft or any other financial harm to the affected individuals.

Please do not hesitate to contact me if you have any questions regarding this letter.

Sincerely,

Phyllis B. Sumner

Enclosure



Return Mail Processing
PO Box 999
Suwanee, GA 30024

16 1 3142 *****AUTO**5-DIGIT 45439

SAMPLE A. SAMPLE - L01



APT ABC

123 ANY ST

ANYTOWN, US 12345-6789



NOTICE OF SECURITY INCIDENT

September 4, 2024

Dear Sample A. Sample,

As a valued member of the DMAX family, we're writing to inform you about a data security incident that may have involved some of your personal information. We want to share the steps we have taken to address this issue and inform you of steps that can be taken to protect your personal information.

What Happened

On July 16, 2024, we identified suspicious activity on the DMAX network by an unauthorized party and severed all facility connection to contain the incident. We immediately launched a comprehensive investigation to determine the cause and scope of the incident and promptly notified law enforcement.

While our investigation did not confirm that the unauthorized party acquired data from our network, out of an abundance of caution, we undertook an extensive analysis of our files. On August 14, 2024, our investigation identified individuals whose information may have been accessed, and we are notifying those individuals.

What Information Was Involved

Based on our investigation, some of your personal information was included in files that may have been improperly accessed. This information may have included your name and/or Social Security Number.

What We Are Doing

Upon discovery, we immediately severed all network connection and contained the incident. We have enhanced our cybersecurity by adding additional monitoring and disabling any externally facing services that did not require multi-factor authentication.

What You Can Do

To support those individuals whose information may have been accessed, we are offering a complimentary 12-month membership of Experian's® IdentityWorksSM. This product provides you with superior identity detection and resolution of identity theft. To activate your membership and start monitoring your personal information please follow the steps below:

- Ensure that you **enroll by: December 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:** [REDACTED]

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 833-931-9333 by **December 31, 2024**. Be prepared to provide engagement number [REDACTED] as proof of eligibility for the identity restoration services by Experian.

ADDITIONAL DETAILS REGARDING YOUR 12-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 agents 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.

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 833-931-9333. 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).

Please note that this Identity Restoration support is available to you for 12 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. You will also find self-help tips and information about identity protection at this site.

Please also review the "Additional Resources" section included with this letter below (Attachment A). This section describes additional steps you can take to help protect your information, including recommendations by the Federal Trade Commission regarding identity theft protection and details on how to place a fraud alert or a security freeze on your credit file.

*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.

More Information

If you have any questions concerning this incident, please call 833-931-9333 toll free Monday through Friday from 8 am – 8 pm Central (excluding major U.S. holidays).

Sincerely,

DMAX

ATTACHMENT A – ADDITIONAL RESOURCES

Order Your Free Credit Report: To order your free annual credit report, visit www.annualcreditreport.com, call toll-free at (877) 322-8228, or complete the Annual Credit Report Request Form on the U.S. Federal Trade Commission's (FTC) website at www.ftc.gov and mail it to Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348-5281.

The three credit bureaus (Equifax, Experian, and TransUnion) provide free annual credit reports only through the website, toll-free number, or request form. You may also purchase a copy of your credit report by contacting any of the credit reporting agencies below:

Equifax	www.equifax.com	(800) 685-1111
Experian	www.experian.com	(888) 397-3742
TransUnion	www.transunion.com	(800) 916-8800

Upon receiving your credit report, review it carefully. Errors may be a warning sign of possible identity theft. Here are a few tips of what to look for:

- Look for accounts you did not open.
- Look in the "inquiries" section for names of creditors from whom you have not requested credit. Some companies bill under names other than their store or commercial names; the credit bureau will be able to tell if this is the case.
- Look in the "personal information" section for any inaccuracies in information (such as home address and Social Security Number).

If you see anything you do not understand, call the credit bureau at the telephone number on the report. You should notify the credit bureaus of any inaccuracies in your report, whether due to error or fraud, as soon as possible so the information can be investigated and, if found to be in error, corrected. If there are accounts or charges you did not authorize, immediately notify the appropriate credit bureau by telephone and in writing. Information that cannot be explained should also be reported to your local police or sheriff's office because it may signal criminal activity.

We encourage you to take advantage of these protections and remain vigilant for incidents of fraud and identity theft, including regularly reviewing and monitoring your credit reports and account statements.

Federal Trade Commission and State Attorneys General Offices: If you detect any unauthorized transactions in any of your financial accounts, promptly notify the appropriate payment card company or financial institution. If you detect any incidence of identity theft or fraud, promptly report the matter to your local law enforcement authorities (from whom you can obtain a police report), state Attorney General, and the Federal Trade Commission (FTC). You can contact the FTC to learn more about how to protect yourself from becoming a victim of identity theft by using the contact information below:

Federal Trade Commission Bureau of Consumer Protection
600 Pennsylvania Avenue NW Washington, DC 20580
(877) IDTHEFT (438-4338)
www.ftc.gov/idtheft

For New York residents: The Attorney General may be contacted at: Office of the Attorney General, The Capitol, Albany, NY 12224-0341; 1-800-771-7755; <https://ag.ny.gov/>.

For North Carolina residents: You may contact the North Carolina Office of the Attorney General, Consumer Protection Division, 9001 Mail Service Center, Raleigh, NC 27699-9001, www.ncdoj.gov, 1-877-566-7226.

Reporting of identity theft and obtaining a police report:

For security incidents generally, you have the right to file or obtain a copy of a police report.

Placing a Security Freeze

You have a right to place a "security freeze" on your credit report, which will prohibit a consumer reporting agency from releasing information in your credit report without your express authorization. The security 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 security freeze to take control over who gets access to the personal and financial information in your credit report

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.

You can place, temporarily lift, or permanently remove a security freeze on your credit report online, by phone, or by mail. You will need to provide certain personal information, such as address, date of birth, and Social Security number to request a security freeze and may be provided 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. Information on how to place a security freeze with the credit reporting agencies is also contained in the links below:

<https://www.equifax.com/personal/credit-report-services/>

<https://www.experian.com/freeze/center.html>

<https://www.transunion.com/credit-freeze>

As of August 14, 2024, the reporting agencies allow you to place a credit freeze through the online, physical mail and phone numbers and request that you provide the information listed below. Where possible, please consult the websites listed above for the most up-to-date instructions.

Reporting Agency	Online	Physical Mail	Phone Number
Equifax	<i>Freeze request may be submitted via your myEquifax account, which you can create here:</i> https://my.equifax.com/consumer-registration/UCSC/#/personal-info	<i>Mail the Equifax Freeze Request Form to:</i> Equifax Information Services LLC P.O. Box 105788 Atlanta, GA 30348-5788 <i>Form may be found here:</i> https://assets.equifax.com/assets/personal/Security_Freeze_Request_Form.pdf	888-298-0045
Experian	<i>Freeze request may be submitted here:</i> https://www.experian.com/ncaonline/freeze	<i>Mail the request to:</i> Experian Security Freeze, P.O. Box 9554, Allen, TX 75013 <i>Request must include:</i> • Full Name • Social security number • Complete address for last 2 years • Date of birth • One copy of a government issued identification card, such as a driver's license, state ID card, etc. • One copy of a utility bill, bank or insurance statement, etc.	888-397-3742
TransUnion	<i>Freeze request may be submitted via your TransUnion account, which you can create here:</i> https://service.transunion.com/dss/orderStep1_form.page?	<i>Mail the request to:</i> TransUnion P.O. Box 160 Woodlyn, PA 19094 <i>Request must include:</i> • Full Name • Social security number • Complete address	888-909-8872

Fees associated with placing, temporarily lifting, or permanently removing a security freeze no longer apply at nationwide consumer reporting agencies.

Placing a Fraud Alert

To protect yourself from possible identity theft, you have the right to place an initial or extended fraud alert on your 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 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 you are a victim of identity theft, you are entitled to an extended fraud alert, which is a fraud alert lasting seven years. You may obtain additional information from the FTC and the credit reporting agencies listed above about placing a fraud alert and/or security freeze on your credit report.