

CIPRIANI & WERNER

A PROFESSIONAL CORPORATION

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August 16, 2024

Via Email

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

RE: Data Breach Notification

To Whom It May Concern:

We serve as counsel for Baker Places, Inc. located at 170 9th Street, San Francisco, CA 94103. We write to provide notification of a recent data security incident. By providing this notice, Baker Places does not waive any rights or defenses under Maryland State law, including the data breach notification statute.

On February 29, 2024, Baker Places learned became aware of unusual activity related to an employee's email account. Upon discovery, Baker Places took immediate steps to secure their email in an abundance of caution and engaged third-party forensic specialists to assist in a thorough investigation. The investigation determined that an unauthorized individual had gained access to an employee email account between February 12, 2024, to February 29, 2024. Baker Places then began a thorough review of the contents of the account to determine the types of data the mailbox contained. This review was completed on or around June 13, 2024, and Baker Places subsequently worked to confirm contact information to provide notification to identified individuals.

On August 13, 2024, Baker Places received its results from a National Change of Address (NCOA) search and confirmed this incident potentially affected 2 Maryland residents. The information at risk included first and last name, medical information, and/or Social Security numbers.

In response to this incident, Baker Places conducted an investigation, changed account passwords and reset active sessions. Additionally, Baker Places began providing notice to the potentially affected individuals on August 16, 2024 via U.S. mail. A copy of the notice is attached as **Exhibit A**. In an abundance of caution, Baker Places is offering the potentially impacted individuals complimentary credit monitoring and identity protection services.

Very truly yours,



Jason Goodwin, Esq.

Exhibit A

Baker Places, Inc.
Secure Processing Center
25 Route 111, P.O. Box 1048
Smithtown, NY 11787

Postal Endorsement Line

<<Full Name>>

<<Address 1>>

<<Address 2>>

<<Address 3>>

<<City>>, <<State>> <<Zip>>

<<Country>>

***Postal IMB Barcode

<<Date>>

<<Variable Data 2>>

Dear <<Full Name>>,

We are writing to inform you of a recent incident experienced by Baker Places, Inc. which may have involved your information as outlined below. We take this incident very seriously and are providing you information about the incident, our response, and steps you can take to protect your information out of an abundance of caution.

What Happened? We recently discovered suspicious activity relating to an employee email account. Upon discovery, we immediately performed a password reset and engaged third-party specialists to assist in an investigation into the nature and scope of the activity. Following a full and thorough investigation, it was determined that an unauthorized individual may have gained access to information contained within an employee email account between February 12, 2024, and February 29, 2024. We then engaged in a thorough review of the account to determine the information potentially at risk and to whom it relates. On June 17, 2024, this review was completed, and we worked to confirm up-to-date contact information to provide you with this notice.

What Information Was Involved? The information potentially impacted during the incident may have included your name in combination with the following data elements: <<Data Elements>><<Variable Data 1>>. Please note that we have no evidence of misuse of this information but are notifying you out of an abundance of caution.

What We Are Doing. In response to this incident, we immediately took steps to secure our environment and undertook a thorough investigation. We have also implemented additional technical safeguards to further enhance the security of information in our possession. Additionally, we are providing you access to <<CM Duration>> months of credit monitoring and identity protection services at no cost to you.

What You Can Do. We recommend that you remain vigilant against incidents of identity theft and fraud by reviewing your credit reports, account statements, and explanation of benefits forms for suspicious activity and to detect errors. If you discover any suspicious or unusual activity on your accounts, please promptly contact the financial institution or company. You may also enroll in the credit monitoring and identity protection services we are making available to you. Instructions about how to enroll in these services and additional resources available to you are included in the enclosed *Steps You Can Take to Protect Your Information*.

For More Information: Should you have any questions or concerns regarding this incident, please contact our dedicated assistance line at 833-251-9598 Monday through Friday from 6 am to 6 pm PT (excluding major U.S. holidays). Baker Places may also be contacted by mail at 170 9th St., San Francisco, CA 94103.

Sincerely,

Baker Places, Inc

STEPS YOU CAN TAKE TO HELP PROTECT YOUR INFORMATION

Enroll in Equifax Credit Watch™ Gold

Enrollment Deadline: <<Enrollment Deadline>>

To enroll in Equifax Credit Watch, visit www.equifax.com/activate

Enter your unique Activation Code of <<ACTIVATION CODE>> then click “Submit” and follow these 4 steps:

1. **Register:**
Complete the form with your contact information and click “Continue”.
If you already have a myEquifax account, click the ‘Sign in here’ link under the “Let’s get started” header.
Once you have successfully signed in, you will skip to the Checkout Page in Step 4
2. **Create Account:**
Enter your email address, create a password, and accept the terms of use.
3. **Verify Identity:**
To enroll in your product, we will ask you to complete our identity verification process.
4. **Checkout:**
Upon successful verification of your identity, you will see the Checkout Page.
Click ‘Sign Me Up’ to finish enrolling.
You’re done!
The confirmation page shows your completed enrollment.
Click “View My Product” to access the product features.

Monitor Your Accounts

We encourage you to remain vigilant against incidents of identity theft and fraud by reviewing your credit reports, account statements, and explanation of benefits forms for suspicious activity and to detect errors. Under U.S. law, you are entitled to one free credit report annually from each of the three major credit reporting bureaus, TransUnion, Experian, and Equifax. To order your free credit report, visit www.annualcreditreport.com or call 1-877-322-8228. Once you receive your credit report, review it for discrepancies and identify any accounts you did not open or inquiries from creditors that you did not authorize. If you have questions or notice incorrect information, contact the credit reporting bureau.

You have the right to place an initial or extended fraud alert on a 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, 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 lasting seven years. Should you wish to place a fraud alert, please contact any of the three credit reporting bureaus listed below.

As an alternative to a fraud alert, you 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 your express authorization. The credit 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 credit freeze 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. Pursuant to federal law, you cannot be charged to place or lift a credit freeze on your credit report. To request a credit freeze, you will need to provide the following information:

1. Full name (including middle initial as well as Jr., Sr., III, etc.);
2. Social Security number;
3. Date of birth;
4. Address for the prior two to five years;
5. Proof of current address, such as a current utility or telephone bill;
6. A legible photocopy of a government-issued identification card (e.g., state driver’s license or identification card); and
7. A copy of either the police report, investigative report, or complaint to a law enforcement agency concerning

identity theft, if you are a victim of identity theft.

Should you wish to place a fraud alert or credit freeze, please contact the three major credit reporting bureaus listed below:

TransUnion 1-800-680-7289 www.transunion.com TransUnion Fraud Alert P.O. Box 2000 Chester, PA 19016-2000 TransUnion Credit Freeze P.O. Box 160 Woodlyn, PA 19094	Experian 1-888-397-3742 www.experian.com Experian Fraud Alert P.O. Box 9554 Allen, TX 75013 Experian Credit Freeze P.O. Box 9554 Allen, TX 75013	Equifax 1-888-298-0045 www.equifax.com Equifax Fraud Alert P.O. Box 105069 Atlanta, GA 30348-5069 Equifax Credit Freeze P.O. Box 105788 Atlanta, GA 30348-5788
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Additional Information

You can further educate yourself regarding identity theft, fraud alerts, credit freezes, and the steps you can take to protect your personal information by contacting the credit reporting bureaus, the Federal Trade Commission (FTC), or your state Attorney General. The FTC also encourages those who discover that their information has been misused to file a complaint with them. The FTC may be reached at 600 Pennsylvania Ave. NW, Washington, D.C. 20580; www.identitytheft.gov; 1-877-ID-THEFT (1-877-438-4338); and TTY: 1-866-653-4261.

You have the right to file a police report if you ever experience identity theft or fraud. Please note that in order to file a report with law enforcement for identity theft, you will likely need to provide some proof that you have been a victim. Instances of known or suspected identity theft should also be reported to law enforcement, your state Attorney General, and the FTC.

For Maryland residents, the Maryland Attorney General may be contacted at 200 St. Paul Place, 16th Floor, Baltimore, MD 21202; 1-888-743-0023; and <https://www.marylandattorneygeneral.gov>.

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: (i) the consumer reporting agencies must correct or delete inaccurate, incomplete, or unverifiable information; (ii) the consumer reporting agencies may not report outdated negative information; (iii) access to your file is limited; (iv) you must give consent for credit reports to be provided to employers; (v) you may limit “prescreened” offers of credit and insurance you get based on information in your credit report; (vi) and you may seek damages from violators. 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 https://files.consumerfinance.gov/f/201504_cfpb_summary_your-rights-under-fcra.pdf, or by writing Consumer Response Center, Room 130-A, FTC, 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 contacted at 150 South Main Street, Providence, RI 02903; 1-401-274-4400; and www.riag.ri.gov. Under Rhode Island law, you have the right to obtain any police report filed in regard to this incident. There are <<RI Count>> Rhode Island residents impacted by this incident.

For Washington, D.C. residents, the District of Columbia Attorney General may be contacted at 400 6th Street NW, Washington, D.C. 20001; 202-442-9828, and <https://oag.dc.gov/consumer-protection>.