

August 23, 2024

VIA EMAIL (IDTheft@oag.state.md.us)

Office of the Attorney General
Attn: Security Breach Notification
200 St. Paul Place,
Baltimore, MD 21202

Re: Notice of Data Security Incident – SPAU Holdings, LLC, d/b/a Artifact Uprising LLC

To Whom It May Concern:

K&L Gates LLP, as counsel for SPAU Holdings, LLC, d/b/a Artifact Uprising LLC (“A|U”), provides you with this notice of a recent data security incident involving A|U that may involve the personal information of 152 Maryland residents. By providing this notice, A|U does not waive any rights or defenses regarding the applicability of Maryland law or personal jurisdiction.

On or about July 12, 2024, A|U became aware of and investigated an incident that involved a third-party software vulnerability that affected its website. The incident was limited to the A|U website, and A|U immediately contained and remediated the issue. A|U worked closely with the assistance of outside security experts throughout this matter. On July 26, 2024, A|U determined that certain credit card purchases made between June 14, 2024, and July 12, 2024, were potentially subject to unauthorized acquisition by an unidentified third party. On July 31, 2024, A|U identified the individuals whose credit card information may have been subject to the potential unauthorized acquisition. The information that may have been involved potentially included first and last name, address, and credit card information, including credit card number, CVV code, and expiration date.

On August 22-23, 2024, A|U mailed notification letters via First Class mail to the involved residents. A sample copy of the notification letter is attached. A|U has also established a dedicated, toll-free call center that individuals can call to obtain more information regarding the incident. To help prevent something like this from happening again, A|U has taken steps to enhance its existing security measures.

If you have any questions regarding this matter, please contact me via email at jane.petoskey@klgates.com or via phone at 1-206-370-7853.

Sincerely,



Jane E. Petoskey

ARTIFACT UPRISING

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

Postal Endorsement Line

<<Full Name>>

<<Address 1>>

<<Address 2>>

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

<<Country>>

***Postal IMB Barcode

<<Date>>

Notice of Data Security Incident

Dear <<Full Name>>,

Artifact Uprising LLC (“we” or “our”) is writing to tell you about a data security incident that may have involved some of your personal information. We care deeply about the protection of your information. For this reason, and out of an abundance of caution, we are contacting you directly to explain the circumstances of this incident.

What happened?

On or about July 12, 2024, we became aware of and investigated a data incident that involved a third-party software vulnerability that affected our website. The incident was limited to our website, and we immediately contained and remediated the issue. On July 26, 2024, we determined that certain credit card purchases made between June 14, 2024, and July 12, 2024, were potentially subject to unauthorized acquisition by an unidentified third party. On July 31, 2024, we identified the individuals whose credit card information may have been subject to the unauthorized acquisition.

What information was involved?

The information that may have been involved potentially included your first and last name, address, and credit card information, including credit card number, CVV code, and expiration date.

What we are doing.

Upon detecting the incident, and to mitigate any potential harm, we immediately took action to secure our website and contain and remediate the incident.

What you can do.

Please review the “Recommended Steps to Help Protect Your Information” section included with this letter, which describes additional steps you can take to protect yourself, including recommendations by the Federal Trade Commission regarding how to place a fraud alert or a security freeze on your credit file.

For more information.

If you have any questions, please call 866-574-6966, Monday through Friday from 9:00 a.m. to 9:00 p.m. Eastern Time, excluding major U.S. holidays.

Sincerely,



Jason Moss
Chief Executive Officer
Artifact Uprising LLC

Recommended Steps to Help Protect Your Information

Monitor Your Accounts. We recommend that you remain vigilant by reviewing account statements and monitoring credit reports. Under federal law, you also are entitled every twelve months to one free copy of your credit report from each of the three major credit reporting companies. To obtain a free annual credit report, go to www.annualcreditreport.com or call 1-877-322-8228. You may wish to stagger your requests so that you receive a free report by one of the three credit bureaus every four months.

You should also know that you have the right to file a police report if you ever experience identity fraud. Please note that in order to file a crime report or incident report with law enforcement for identity theft, you will likely need to provide some kind of proof that you have been a victim. A police report is often required to dispute fraudulent items. You can report suspected incidents of identity theft to local law enforcement or to the Attorney General.

Security Freeze. By placing a security freeze, someone who fraudulently acquires your personal information will not be able to use that information to open new accounts or borrow money in your name. You will need to contact the three national credit reporting bureaus to place the freeze. Keep in mind that when you place the freeze, you will not be able to borrow money, obtain instant credit, or get a new credit card until you temporarily lift or permanently remove the freeze. There is no cost to freeze or unfreeze your credit files. Note that you will be required to provide certain information when requesting the freeze, including your full name, Social Security number, date of birth, current address and previous address(es) for prior five years, and other personal information required by the applicable credit reporting agency.

Place Fraud Alerts with the three credit bureaus. You can place a fraud alert at one of the three major credit bureaus by phone and also via Experian's or Equifax's website. A fraud alert tells creditors to follow certain procedures, including contacting you, before they open any new accounts or change your existing accounts. For that reason, placing a fraud alert can protect you, but also may delay you when you seek to obtain credit. The contact information for all three bureaus is as follows:

Credit Bureaus

Equifax Fraud Reporting
1-866-349-5191
P.O. Box 105069
Atlanta, GA 30348-5069
www.equifax.com

Experian Fraud Reporting
1-888-397-3742
P.O. Box 9554
Allen, TX 75013
www.experian.com

TransUnion Fraud Reporting
1-800-680-7289
P.O. Box 2000
Chester, PA 19022-2000
www.transunion.com

It is necessary to contact only one of these bureaus and use only one of these methods. As soon as one of the three bureaus confirms your fraud alert, the others are notified to place alerts on their records as well. You will receive confirmation letters in the mail and will then be able to order all three credit reports, free of charge, for your review. An initial fraud alert will last for one year. **Please Note: No one is allowed to place a fraud alert on your credit report except you.**

You can obtain additional information about the steps you can take to avoid identity theft from the following agencies. The Federal Trade Commission also encourages those who discover that their information has been misused to file a complaint with them: Identity Theft Clearinghouse, Federal Trade Commission, 600 Pennsylvania Avenue, NW Washington, DC 20580, <https://consumer.ftc.gov>, 1-877-IDTHEFT (438-4338), TTY: 1-866-653-4261.

California: Visit the California Office of Privacy Protection (www.oag.ca.gov/privacy) for additional information on protection against identity theft. Office of the Attorney General of California, 1300 I Street, Sacramento, CA 95814, Telephone: 1-800-952-5225.

Kentucky: Office of the Attorney General of Kentucky, 700 Capitol Avenue, Suite 118 Frankfort, Kentucky 40601, www.ag.ky.gov, Telephone: 1-502-696-5300.

Maryland: Office of the Attorney General of Maryland, Consumer Protection Division 200 St. Paul Place Baltimore, MD 21202, www.oag.state.md.us/Consumer, Telephone: 1-888-743-0023.

New Mexico: 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; consumer reporting agencies may not report outdated negative information; access to your file is limited; you must give your consent for credit reports to be provided to employers; you may limit “prescreened” offers of credit and insurance you get based on information in your credit report; and you may seek damages from a violator. 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. You can review your 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.

New York: 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/>.

North Carolina: Office of the Attorney General of North Carolina, 9001 Mail Service Center Raleigh, NC 27699-9001, www.ncdoj.gov, Telephone: 1-919-716-6400.

Oregon: Oregon Department of Justice, 1162 Court Street NE, Salem, OR 97301-4096, www.doj.state.or.us/, Telephone: 1-877-877-9392.

Rhode Island: Office of the Attorney General, 150 South Main Street, Providence, Rhode Island 02903, www.riag.ri.gov, Telephone: 1-401-274-4400.