



MULLEN
COUGHLIN^{LLC}
ATTORNEYS AT LAW

M. Alexandra Belton
Office: (267) 930-4773
Fax: (267) 930-4771
Email: abelton@mullen.law

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

September 13, 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 David's Bridal ("David's Bridal") located at 630 Allendale Road, Suite 250, King of Prussia, PA 19406, and write to notify your office of an incident that may affect the security of certain personal information relating to certain Maryland residents. By providing this notice, David's Bridal 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 21, 2024, David's Bridal identified unusual activity on certain network systems and promptly began an investigation to determine the full nature and scope of the event. Through the investigation, it was determined that certain information may have been copied from the system without authorization on or around January 20, 2024 as part of a cyber incident. David's Bridal then began a comprehensive review of the relevant files to confirm what information was present, to whom the information related, and contact information for those individuals. Based on these efforts, on or around August 15, 2024, David's Bridal determined that certain Maryland residents may be affected. The potentially impacted information related to Maryland includes name, Social Security number, tax identification number and medical information. It was determined that this incident did not include consumer payment card information.

Notice to Maryland Residents

On or about September 13, 2024, David's Bridal began providing written notice of this incident to individuals for whom it has contact information, which includes seven hundred ninety-two (792) Maryland residents. Written notice is being provided in substantially the same form as the letter attached here as ***Exhibit A***.

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Other Steps Taken and To Be Taken

In response to this incident, David's Bridal promptly took steps to further secure and restore its systems. It also undertook a comprehensive forensic investigation to confirm the nature and scope of the event, and the data potentially affected. Based on these efforts, it completed a detailed data review to identify what information was present in the relevant files and determine to whom that information related, as well as confirm contact information for those individuals. Further, David's Bridal notified federal law enforcement regarding the event.

David's Bridal is now providing potentially impacted individuals notice of this incident, which includes guidance on how to better protect against identity theft and fraud. As demonstrated in the attached Exhibit A, this notification includes 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. David's Bridal is also providing Maryland residents with access to credit monitoring services for twelve (12) months, through Experian at no cost to these individuals. Further, David's Bridal 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) 930-4773.

Very truly yours,

A handwritten signature in black ink, appearing to read 'Alex Belton', followed by a horizontal line extending to the right.

M. Alexandra Belton of
MULLEN COUGHLIN LLC

MABB/cob
Enclosure

EXHIBIT A



BRIDAL · PROM · SHOES · ACCESSORIES · DRESSES

Return Mail Processing

PO Box 589

Claysburg, PA 16625-0589

M0227-L01-0000001 T00001 P001 *****SCH 5-DIGIT 12345

SAMPLE A SAMPLE - L01 INDIVIDUAL

APT ABC

123 ANY STREET

ANYTOWN, FC 1A2 B3C

COUNTRY



September 13, 2024

NOTICE OF DATA [Extra3]

Dear Sample A. Sample:

We are writing to make you aware of an incident that may affect your personal information. This notice provides more information about the incident and resources available to you to help you protect your information, should you feel it is appropriate to do so.

What Happened? In late January 2024, David's Bridal identified unusual activity on certain network systems and promptly began an investigation to determine the full nature and scope of the event. Through the investigation, it was determined that certain information may have been copied from the system without authorization on or around January 20, 2024 as part of a cyber incident. David's Bridal then began a comprehensive review of the relevant files to confirm what information was present, to whom the information related, and contact information for those individuals. These efforts recently concluded [Extra4] and you are receiving this notice because we determined that your information was in the relevant files.

What Information Was Involved? The type of information related to you potentially affected by this incident includes the following: name, [Extra1].

What We Are Doing. We take the security of information in our case seriously and, in response to this incident, took prompt steps to further secure our systems and conduct a detailed investigation. We also notified federal law enforcement of this incident and have reviewed and further enhanced our existing security measures. As an added precaution, we are also offering you access to ## months of credit monitoring and identity theft restoration services at no cost to you. Please review the attached ***Steps You Can Take to Help Protect Your Information*** for additional information on these services and instructions on how to enroll.

What You Can Do. We encourage you to remain vigilant against instances of identity theft and fraud by reviewing your account statements and monitoring your free credit reports for suspicious activity and to detect errors. We also encourage you to review the attached ***Steps You Can Take to Help Protect Your Information*** and to enroll in the identity protection services that we are offering. Please note, we are not permitted to enroll you in these services, so you will need to follow the instructions below to do so.



For More Information. If you have questions regarding this incident, please call our dedicated assistance line at 833-918-6683 toll free Monday through Friday from 9 a.m. to 9 p.m. EST (excluding major U.S. holidays). Please be prepared to provide engagement number ENGAGE#. You may also write to David's Bridal at 630 Allendale Road, King of Prussia, PA 19406.

Sincerely,

A handwritten signature in black ink that reads "Lori C. Kinkade". The signature is fluid and cursive, with the first name "Lori" being more prominent.

Lori Kinkade
Senior Vice President, Head of Legal
Davidsbridal.com

STEPS YOU CAN TAKE TO HELP PROTECT YOUR INFORMATION

Enroll in Credit Monitoring

To help protect your identity, we are offering complimentary access to Experian IdentityWorksSM for ## months.

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. 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 incident (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 ## 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 ##-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** December 31, 2024 (Your code will not work after this date.)
- **Visit** the Experian IdentityWorks website to enroll: <https://www.experianidworks.com/3bcredit>
- Provide your **activation code: ABCDEFGHI**

If you have questions about the product, need assistance with Identity Restoration that arose as a result of this incident, or would like an alternative to enrolling in Experian IdentityWorks online, please contact Experian's customer care team at 833-918-6683 by December 31, 2024. Be prepared to provide engagement number ENGAGE# as proof of eligibility for the Identity Restoration services by Experian.

ADDITIONAL DETAILS REGARDING YOUR ##-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, Equifax and Transunion files for indicators of fraud.
- **Identity Restoration:** Identity Restoration specialists are immediately available to help you address credit and non-credit related fraud.
- **Experian IdentityWorks ExtendCARETM:** You receive the same high-level of Identity Restoration support even after your Experian IdentityWorks membership has expired.
- **\$1 Million Identity Theft Insurance^{**}:** Provides coverage for certain costs and unauthorized electronic fund transfers.

* 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.



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 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 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/>. Amerit Fleet Solution (ameritfleetsolutions.com) may be reached by mail at 1331 N California Blvd., Walnut Creek, CA 94596.

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 67 Rhode Island residents that may be impacted by this event.





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COUGHLIN^{LLC}
ATTORNEYS AT LAW

M. Alexandra Belton
Office: (267) 930-4773
Fax: (267) 930-4771
Email: abelton@mullen.law

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

November 11, 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: Supplemental Notice of Data Event

To Whom It May Concern:

We continue to represent David's Bridal ("David's Bridal"), located at 630 Allendale Road, Suite 250, King of Prussia, PA 19406, and write to supplement the September 13, 2024 notice to your office regarding a January 2024 data event. By providing this notice, David's Bridal 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.

Based on ongoing efforts to identify contact information for those individuals who may be affected by this event, on October 30, 2024, David's Bridal will be providing notice to an additional six (6) Maryland residents. Written notice is being provided in substantially the same form as the letter which was attached to the September 13, 2024 notice to your office as ***Exhibit A***.

Should you have any questions regarding this notification or other aspects of the data security event, please contact us at (267) 930-4773.

Very truly yours,

M. Alexandra Belton of
MULLEN COUGHLIN LLC

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