



MULLEN
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October 8, 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 Alliance Laundry System LLC (“Alliance”) located at 220 Shepard Street, Ripon, WI 54971, and are writing to notify your office of an event that may affect information relating to sixty (60) Maryland residents. This notice may be supplemented with any new significant facts learned subsequent to its submission. By providing this notice, Alliance 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 December 23, 2023, Alliance identified suspicious activity related to certain systems within its computer network. In response, Alliance promptly worked to isolate the impacted systems, confirm the security of its network, and conduct an investigation to determine what occurred. The investigation determined that an unauthorized individual accessed Alliance’s network and copied certain files between December 11, 2023 and December 24, 2023. Alliance then undertook a detailed, comprehensive review of the involved files to determine what data was present and to whom the data relates for the purpose of providing notification to individuals. This review was completed on September 27, 2024, and Alliance worked as quickly as possible thereafter to provide notice to individuals.

The information identified in the reviewed files related to Maryland residents varies by individual, and includes name, Social Security number, financial account information, medical information, and health insurance information.

Notice to Maryland Residents

On October 8, 2024, Alliance began providing written notice of this incident to sixty (60) Maryland residents. 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

In response to this event, Alliance moved quickly to isolate the impacted systems, confirm the security of its systems, and conduct an investigation to determine what occurred. Further, Alliance notified federal law enforcement regarding the event and is cooperating with its investigation. Alliance is also working to review its policies and procedures, and implement additional safeguards, as appropriate. Alliance is providing access to credit monitoring services for twelve (12), through IDX, to individuals whose information was potentially affected by this event, at no cost to these individuals.

Additionally, Alliance 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. Alliance is providing individuals with 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.

Alliance 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) 930-4802.

Very truly yours,



Samuel Sica, III of
MULLEN COUGHLIN LLC

SZS/prs
Enclosure

EXHIBIT A

Alliance™
Laundry Systems
P.O. Box 989728
West Sacramento, CA 95798-9728

Enrollment Code: <<ENROLLMENT>>

To Enroll, Scan the QR Code Below:



Or Visit:

<https://app.idx.us/account-creation/protect>

<<First Name>> <<Last Name>>
<<Address1>>
<<Address2>>
<<City>>, <<State>> <<Zip>>
<<Country>>

October 8, 2024

<<Notice of Data Breach>>

Dear <<First Name>> <<Last Name>>:

Alliance Laundry Systems LLC (“Alliance”) is writing to notify you of an event that may affect some of your information. This letter provides you with information about the event, our response, and the steps you may take to help protect your information, should you feel it is appropriate to do so.

What Happened? In late December of last year, Alliance identified suspicious activity related to certain systems within our computer network. In response, we promptly worked to isolate the impacted systems, confirm the security of our network, and conduct an investigation to determine what occurred. The investigation determined that an unauthorized individual accessed Alliance’s network and copied certain files between December 11, 2023 and December 24, 2023. We then undertook a comprehensive review of the involved files to determine what data was present and to whom the data relates for the purpose of providing notification to individuals. This review was completed on September 27, 2024, and we worked as quickly as possible thereafter to provide this notice.

What Information Was Involved? Our investigation determined that the following information related to you was present in the reviewed files: <<Variable Text 1 - Data Elements>>.

What We Are Doing. After identifying the suspicious activity, Alliance promptly took steps to confirm the security of our systems, conduct a comprehensive investigation, and review impacted files in order to provide notice to affected individuals as quickly as possible. We also notified federal law enforcement and are cooperating with its investigation into this event.

As an added precaution, we are offering you access to credit monitoring and identity theft protection services for <<12/24>> months, through IDX, at no cost to you. To activate these complimentary services, you may follow the instructions included on the next page of this letter. We encourage you to enroll in these services, as we are unable to do so on your behalf.

What You Can Do. We encourage you to remain vigilant against incidents 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 recommend reviewing the *Steps You Can Take to Help Protect Personal Information* section on the next page of this letter.

For More Information. If you have questions about this event, please contact our dedicated assistance line at 1-877-225-2119, which is available Monday-Friday from 6am-6pm Eastern Time, excluding US Holidays. You may also write to Alliance at 220 Shepard Street, Ripon, WI 5497.

Sincerely,

Alliance Laundry Systems LLC

STEPS YOU CAN TAKE TO HELP PROTECT PERSONAL INFORMATION

Enroll in Monitoring Services

1. Website and Enrollment. Scan the QR image or go to <https://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 and the deadline to enroll is January 8, 2025. 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 1-877-225-2119 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 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 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. Consumers should be aware, however, 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 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>.

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.