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November 15, 2024

VIA ELECTRONIC MAIL

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

Re: Notice of Data Security Incident

Dear Attorney General Brown:

Constangy, Brooks, Smith & Prophete LLP (“Constangy”) represents Equinox, Inc. (“Equinox”), a nonprofit human services organization based out of New York, in connection with a recent data security incident described in greater detail below. The purpose of this letter is to notify you of the incident in accordance with Maryland’s data breach notification statute.

1. Nature of the security incident.

On April 29, 2024, Equinox became aware of unusual activity on its network. In response, Equinox took immediate steps to secure its digital environment and engaged a leading cybersecurity firm to conduct an investigation to determine whether any sensitive information may have been accessed or acquired during the incident. Through the investigation, Equinox learned that certain systems may have been accessed without authorization between April 27, 2024, and April 29, 2024. Following this confirmation, Equinox commenced a comprehensive review of the potentially affected data and on September 16, 2024, Equinox determined that personal and protected health information belonging to certain individuals may have been impacted in connection with this incident. Equinox then worked diligently to obtain contact information to effectuate notification to potentially affected individuals.

Please note that we have no current evidence to suggest misuse or attempted misuse of any personal information in conjunction with this incident.

2. Number of Maryland Residents Involved

On November 15, 2024, Equinox notified eleven (11) Maryland residents of this incident via U.S. First-Class Mail. A sample copy of the notification letter is included with this correspondence.

The information affected varies between individuals but may have included name, address, date of birth, Social Security number, and medical information including treatment/diagnosis details.

3. Steps taken relating to the Incident.

As soon as Equinox discovered this incident, Equinox took steps to secure its network environment and launched an investigation to determine what happened and the scope of personal information potentially impacted. In addition, Equinox implemented measures to enhance the security of its environment in an effort to minimize the risk of a similar incident occurring in the future. Further, while Equinox is not aware of misuse of any information as a result of this incident, out of an abundance of caution, Equinox is providing individuals with information about steps that they can take to help protect their personal information and offering eligible individuals complimentary credit monitoring and identity protection services. This includes 12 months of credit and CyberScan dark web monitoring, a \$1,000,000 insurance reimbursement policy, and fully managed identity theft recovery services.

Equinox has established a toll-free call center through IDX, a leader in risk mitigation and response, to answer any questions about the incident and address related concerns. The call center is available from 9:00 A.M. to 9:00 P.M. EST on Monday through Friday.

4. Contact information.

Equinox remains dedicated to protecting the personal information in its control. If you have any questions or need additional information, please do not hesitate to contact Constangy.

Best regards,

A handwritten signature in black ink, appearing to read "D. McMillan", with a long horizontal flourish extending to the right.

David McMillan

CONSTANGY, BROOKS, SMITH & PROPHETE LLP

Enclosure: Sample Notification Letter



P.O. Box 989728
West Sacramento, CA 95798-9728

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

Enrollment Code: <<ENROLLMENT>>

To Enroll, Scan the QR Code Below:



Or Visit:

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

November 15, 2024

Re: Notice of Data <<Variable Data 1 – Subject Line>>

Dear <<First Name>> <<Last Name>>,

We are writing to inform you of a recent data security incident experienced by Equinox, Inc. (“Equinox”) that may have involved your personal and / or protected health information. Equinox takes the privacy and security of all information in our possession very seriously. Please read this letter carefully as it contains details about the incident and resources you can utilize to help protect your information, including instructions for enrolling in complimentary credit monitoring and identity protection services.

What Happened. On April 29, 2024, Equinox experienced an incident that disrupted access to some of our network resources. We immediately took measures to secure our environment and, with the assistance of a leading cybersecurity firm, initiated an investigation to determine what happened and whether any data within the Equinox network was impacted. As a result of the investigation, we learned that certain files in our network may have been accessed or downloaded without authorization. Equinox conducted a comprehensive review of the potentially affected files, and on September 16, 2024, we determined that some individuals’ personal and / or protected information may have been affected as a result of this incident. Since then, Equinox worked diligently to identify contact information for impacted individuals and provide formal notification of this incident along with resources to assist.

What Information Was Involved. The information involved may have included your name, <<Variable Data – Data Elements>>. Please note that Equinox has no evidence that this information has been misused.

What We Are Doing. As soon as Equinox learned of the incident, we took the measures described above and implemented additional security features to reduce the risk of a similar incident occurring in the future. We are also providing you with information about steps you can take to help protect your personal information.

Additionally, we are offering you the opportunity to enroll in credit monitoring and identity protection services through IDX at no cost to you. The IDX services, which are free to you upon enrollment, include <<12/24 months>> of credit and CyberScan dark web monitoring, a \$1,000,000 insurance reimbursement policy, and fully managed identity theft recovery services. With this protection, IDX will help you resolve issues if your identity is compromised.

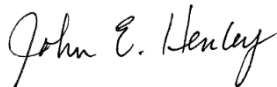
What You Can Do. Please review this letter carefully, along with the guidance included with this letter about additional steps you can take to protect your information. In addition, we encourage you to enroll in the credit monitoring and identity theft protection services we are offering through IDX at no cost to you. To receive credit monitoring services, you must be over the age of 18 and have established credit in the U.S., have a Social Security number in your name, and have a U.S. residential address associated with your credit file.

You can enroll in the IDX identity protection services by calling (866) 531-3185, going to <https://app.idx.us/account-creation/protect>, or scanning the QR image and using the Enrollment Code provided above. IDX representatives are available Monday through Friday from 9:00 a.m. to 9:00 p.m. Eastern Time. Please note the deadline to enroll is February 15, 2025.

For More Information. If you have questions about the incident, please call IDX at (866) 531-3185, Monday through Friday from 9:00 a.m. to 9:00 p.m. Eastern Time. IDX representatives are fully versed on this incident and can answer questions you may have regarding the protection of your personal information.

We take your trust in us and this matter very seriously. Please accept our sincere apologies for any worry or inconvenience this may cause.

Sincerely,

A handwritten signature in cursive script that reads "John E. Henley".

John Henley
Chief Executive Officer

Equinox, Inc.
500 Central Avenue
Albany, NY 12206

STEPS YOU CAN TAKE TO HELP PROTECT YOUR INFORMATION

Review Your Account Statements and Notify Law Enforcement of Suspicious Activity: As a precautionary measure, we recommend that you remain vigilant by reviewing your account statements and credit reports closely. If you detect any suspicious activity on an account, you should promptly notify the financial institution or company with which the account is maintained. You also should promptly report any fraudulent activity or any suspected incidence of identity theft to proper law enforcement authorities, your state attorney general, and/or the Federal Trade Commission (FTC).

Copy of Credit Report: You may obtain a free copy of your credit report from each of the three major credit reporting agencies once every 12 months by visiting <http://www.annualcreditreport.com/>, calling toll-free 1-877-322-8228, or by completing an Annual Credit Report Request Form and mailing it to Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348. You also can contact one of the following three national credit reporting agencies:

Equifax

P.O. Box 105851
Atlanta, GA 30348
1-800-525-6285
www.equifax.com

Experian

P.O. Box 9532
Allen, TX 75013
1-888-397-3742
www.experian.com

TransUnion

P.O. Box 2000
Chester, PA 19016
1-800-916-8800
www.transunion.com

Fraud Alert: You may want to consider placing a fraud alert on your credit report. An initial fraud alert is free and will stay on your credit file for at least one year. The alert informs creditors of possible fraudulent activity within your report and requests that the creditor contact you prior to establishing any accounts in your name. To place a fraud alert on your credit report, contact any of the three credit reporting agencies identified above. Additional information is available at <http://www.annualcreditreport.com>.

Security Freeze: You have the right to put a security freeze on your credit file for up to one year at no cost. This will prevent new credit from being opened in your name without the use of a PIN number that is issued to you when you initiate the freeze. A security freeze is designed to prevent potential creditors from accessing your credit report without your consent. As a result, using a security freeze may interfere with or delay your ability to obtain credit. You must separately place a security freeze on your credit file with each credit reporting agency. In order to place a security freeze, you may be required to provide the consumer reporting agency with information that identifies you including your full name, Social Security number, date of birth, current and previous addresses, a copy of your state-issued identification card, and a recent utility bill, bank statement or insurance statement.

Additional Free Resources: You can obtain information from the consumer reporting agencies, the FTC, or from your respective state Attorney General about fraud alerts, security freezes, and steps you can take toward preventing identity theft. You may report suspected identity theft to local law enforcement, including to the FTC or to the Attorney General in your state.

Federal Trade Commission

600 Pennsylvania Ave, NW
Washington, DC 20580
consumer.ftc.gov, and
www.ftc.gov/idtheft
1-877-438-4338

Maryland Attorney General

200 St. Paul Place
Baltimore, MD 21202
oag.state.md.us
1-888-743-0023

New York Attorney General

Bureau of Internet and Technology
Resources
28 Liberty Street
New York, NY 10005
1-212-416-8433

North Carolina Attorney General

9001 Mail Service Center
Raleigh, NC 27699
ncdoj.gov
1-877-566-7226

Rhode Island Attorney General

150 South Main Street
Providence, RI 02903
<http://www.riag.ri.gov>
1-401-274-4400

Washington D.C. Attorney General

441 4th Street, NW
Washington, DC 20001
oag.dc.gov
1-202-727-3400

You also have certain rights under the Fair Credit Reporting Act (FCRA): These rights include to know what is in your file; to dispute incomplete or inaccurate information; to have consumer reporting agencies correct or delete inaccurate, incomplete, or unverifiable information; as well as other rights. For more information about the FCRA, and your rights pursuant to the FCRA, please visit <https://www.consumer.ftc.gov/sites/default/files/articles/pdf/pdf-0096-fair-credit-reporting-act.pdf>.