

From: Emily Sewell <emily@bullpub.com>
Sent: Tuesday, November 19, 2024 7:15 PM
To: IDTheft
Subject: Re: Notification of Data Breach from Bull Publishing Company
Attachments: Data Breach Letter.docx

Follow Up Flag: Follow up
Flag Status: Flagged

Categories: Data breach

I am writing to notify the OAG of a data breach that occurred at Bull Publishing Company. Please see the attached letter detailing the nature, date and details of the breach. There were only three Maryland residents affected by the breach. We have remedied the issue and sent notification to all customers who were affected. Please contact me if you need additional information.

Thank you,
Emily

Emily Sewell
Bull Publishing Company
(800) 676-2855
www.bullpub.com
emily@bullpub.com

Dear [Insert Name],

We are contacting you about a data breach that has occurred at Bull Publishing Company.

Between October 26, 2024 and November 13, 2024, a malicious script was embedded on the Bull Publishing website that attempted to record user interactions with the account and checkout processes. The script was identified and immediately removed on November 13th. We don't know if the script successfully sent information offsite, and we have not heard of any potential misuse of sensitive user data. However, out of an abundance of caution, we wanted to let you know that this intrusion occurred.

This incident involved your name, your address, and your credit card information.

In response to the malicious script being embedded on the website, we have removed the script, applied a security patch to the ecommerce store that will stop this from happening again, and reported the incident to law enforcement authorities.

The Federal Trade Commission (FTC) recommends that you place a free fraud alert on your credit file. A fraud alert tells creditors to contact you before they open any new accounts or change your existing accounts. Contact any one of the three major credit bureaus. As soon as one credit bureau confirms your fraud alert, the others are notified to place fraud alerts. The initial fraud alert stays on your credit report for one year. You can renew it after one year.

Equifax: equifax.com/personal/credit-report-services or 1-800-685-1111

Experian: experian.com/help or 1-888-397-3742

TransUnion: transunion.com/credit-help
or 1-888-909-8872

Ask each credit bureau to send you a free credit report after it places a fraud alert on your file. Review your credit reports for accounts and inquiries you don't recognize. These can be signs of identity theft. If your personal information has been misused, visit the FTC's site at IdentityTheft.gov to report the identity theft and get recovery steps. Even if you do not find any suspicious activity on your initial credit reports, the FTC recommends that you check your credit reports periodically so you can spot problems and address them quickly. You may also want to consider placing a free credit freeze. A credit freeze means potential creditors cannot get your credit report. That makes it less likely that an identity thief can open new accounts in your name. To place a freeze, contact each of the major credit bureaus at the links or phone numbers above. A freeze remains in place until you ask the credit bureau to temporarily lift it or remove it.

We have attached information from the FTC's website, IdentityTheft.gov/databreach, about steps you can take to help protect yourself from identity theft. The steps are based on the types of information exposed in this breach.

For further information in the state of Maryland, please visit
www.marylandattorneygeneral.gov.

Sincerely,

Jim

Jim Bull, President
Bull Publishing Company
P.O. Box 1377
Boulder, CO 80306

800-676-2855
www.bullpub.com