



Advisory Alpha, LLC
348 S. Waverly, Suite 100
Holland, MI 49423



November 22, 2024

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

Office of the Attorney General:

On November 12, 2024, Advisory Alpha was made aware of a possible breach of personal information, regarding the clients of one of our investment advisor representatives, who is associated with Citizen Advisory Group. Accordingly, those clients that reside in the state of Maryland will be notified.

The possible breach that occurred between October 23, 2024 and October 25, 2024 was isolated to one of our investment advisor representative's emails, in which an unauthorized person(s) gained access to the investment advisor representative's email.

It is unclear what, if any, client details, that may or may not have been contained therein, and that may or may not constitute personal information, were viewed or accessed by the unauthorized person(s). Potential categories of personal information, subject to this incident, may include first name or first initial and last name in combination with social security numbers, taxpayer ID numbers, passport number, other federal government issued ID numbers, driver's license, state identification card number, or health information (as may be related to financial planning practices and/or insurance policies, where applicable).

It does appear that the primary activities of the unauthorized person(s), during the time they had access, was an attempt to redirect the investment advisor representative's paychecks to an alternate address, via fraudulent correspondences with a third-party, payroll vendor.

Immediately following this incident, steps were taken to address this incident: email passwords have been reset across all Citizen Advisory Group personnel; all active email account sessions of Citizen Advisory Group personnel have been terminated in an effort to prevent continued access and force out any and all unauthorized parties; and two-factor authentication continues to be enforced across all devices of Citizen Advisory Group's personnel.

Please do not hesitate to contact us with any questions about this incident or to request additional information, at janine@advisoryalpha.com or by phone at (616)298.2126.

Sincerely,

Janine Osterink
Chief Compliance Officer