

December 18, 2024

**VIA EMAIL**

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

Subject: Notice of Data Breach

To whom it may concern,

On behalf of our client, Pirelli Tire LLC, we write to provide you with notification of an incident that affected the personal information of one (1) Maryland resident who is a current employee. Pirelli Tire LLC is located at 100 Pirelli Drive, Rome, Georgia, 30161 and is a manufacturing company. Pirelli Tire LLC takes its responsibility to protect the security of personal information seriously, and our priority is to assist the residents who may have been impacted.

Pirelli Tire LLC recently learned that, as a result of a security incident caused by a supply chain compromise, which occurred from September 18, 2024 – September 19, 2024, the network of our parent company, Pirelli Group, was compromised and a portion of our company data, including a limited amount of personal information, has been accessed without authorization and exfiltrated. After the incident was discovered on September 24, 2024, Pirelli Group immediately launched an investigation and has worked diligently to identify the issue, confirm the scope of information that was accessed without authorization, and implement robust measures to prevent similar incidents from occurring again. Pirelli Group changed passwords for resources potentially involved in the incident, engaged external cyber security and legal counsel to help minimize the impact, and engaged with online monitoring companies to assess whether any accessed information has been made available through the dark web. We have prioritized prompt notification to potentially affected parties to mitigate any potential harm and will provide updates and amend this notice if necessary based on the final investigative findings.

The information impacted by the incident included names and Social Security numbers. Pirelli Tire LLC has not found any evidence that such information has been misused. Due to concern for the potentially impacted current and former employees, we are offering the affected residents complimentary credit monitoring and identity theft protection for one year. A copy of the letter that will be mailed to the impacted resident on December 19, 2024 is attached for your reference.

Please contact me if you have any questions about this matter.

Sincerely,

A handwritten signature in black ink, appearing to read 'T. Daubert', with a long horizontal flourish extending to the right.

Todd D. Daubert

*Counsel to Pirelli Tire LLC*

## Pirelli

Secure Processing Center  
P.O. Box 3826  
Suwanee, GA 30024

Postal Endorsement Line

<<Full Name>>

<<Address 1>>

<<Address 2>>

<<Address 3>>

<<City>>, <<State>> <<Zip>>

<<Country>>

\*\*\*Postal IMB Barcode

<<Date>>

### Notice of Data Breach

Dear <<Full Name>>

We value your business and respect your privacy, which is why we are writing to inform you of a data security incident that may have exposed some of your non-public information.

#### What happened?

On September 24, 2024, Pirelli Tire LLC, which is part of the Pirelli Group, discovered that information stored by Pirelli Tire LLC in certain folders maintained on the separate network of Pirelli Group IT had been accessed without authorization from September 18 to September 19, 2024, and potentially sent to unauthorized third parties. To date, Pirelli Tire LLC does not believe any of the information that was accessed without authorization has been published.

#### What information was involved?

Based on our investigation, the personal information that was accessed without authorization included name and social security number. As of the date of this letter, we do not have evidence that the personal information which was accessed without authorization has been published or misused in any way.

#### What we are doing.

Once Pirelli Group became aware of the unauthorized access, they immediately put in place security measures to avoid this from happening again. Pirelli Group changed passwords for resources potentially involved in the incident, engaged external cyber security and legal counsel to help minimize the impact, and engaged with online monitoring companies to assess whether any accessed information has been made available through the dark web. This notification has been sent without delay to the relevant authorities.

In order to help protect your personal information against identity theft and other types of fraud, we have secured the identity monitoring services of Equifax, which will be available at no cost to you for <<12/24>> months. Equifax is a global leader in identity monitoring services, and their team has extensive experience helping people who have sustained an unintentional exposure of confidential data. We encourage you to consider enrolling in these services. Please see the attached form for details about the services and what you need to do to enroll to receive the services.

#### What you can do.

Please be advised that you can obtain more information about identity theft, fraud alerts and security freezes by contacting the Federal Trade Commission and/or the Attorney General's office in your home state, as well as any of the three nationwide consumer reporting agencies. You may also visit the website of the Federal Trade Commission to learn more

about your rights under the Fair Credit Reporting Act (15 U.S.C. §§ 1681-1681x) at <https://www.ftc.gov/enforcement/statutes/fair-credit-reporting-act>.

We are also providing toll free numbers of the three major credit reporting agencies:

- **Equifax:** (800) 685-1111 , P.O. Box 740256, Atlanta, GA 30374-0256
- **Experian:** 1-(888) 397-3742, P.O. Box 4500, Allen, TX 75013
- **TransUnion:** 1- (888) 909-8872, P.O. Box 2000, Chester, PA 19016-2000

We encourage you to continue remaining vigilant over the next twelve to twenty-four months and review account statements regularly. You may also periodically obtain credit reports from each nationwide credit reporting agency and have information relating to fraudulent transactions deleted. Remember to promptly report any suspicious activity or incidents of suspected identify theft.

**For more information.**

We apologize for any inconvenience or concern this incident may cause you. If you have questions, please call 888-458-9816, Monday-Friday from 9:00 a.m. to 9:00 p.m. Eastern Standard Time.

Protecting your information is important to us. We trust that the services we are offering to you demonstrate our continued commitment to your security and satisfaction.

Sincerely,

Paolo De Lazzari  
VP Human Resources

Pirelli Tire LLC  
100 Pirelli Drive  
Rome, Georgia 30161



<<Full Name>>

Enter your Activation Code: <<Activation Code>>

Enrollment Deadline: <<Enrollment Deadline>>

## Equifax Complete™ Premier

\*Note: You must be over age 18 with a credit file to take advantage of the product

### Key Features

- Annual access to your 3-bureau credit report and VantageScore<sup>1</sup> credit scores
- Daily access to your Equifax credit report and 1-bureau VantageScore credit score
- 3-bureau credit monitoring<sup>2</sup> with email notifications of key changes to your credit reports
- WebScan notifications<sup>3</sup> when your personal information, such as Social Security Number, credit/debit card or bank account numbers are found on fraudulent Internet trading sites
- Automatic fraud alerts<sup>4</sup>, which encourages potential lenders to take extra steps to verify your identity before extending credit, plus blocked inquiry alerts and Equifax credit report lock<sup>5</sup>
- Identity Restoration to help restore your identity should you become a victim of identity theft, and a dedicated Identity Restoration Specialist to work on your behalf
- Up to \$1,000,000 of identity theft insurance coverage for certain out of pocket expenses resulting from identity theft<sup>6</sup>.
- Lost Wallet Assistance if your wallet is lost or stolen, and one-stop assistance in canceling and reissuing credit, debit and personal identification cards.

### Enrollment Instructions

Go to [www.equifax.com/activate](http://www.equifax.com/activate)

1. Enter your unique Activation Code of <<Activation Code>> then click “Submit” and follow these 4 steps:

#### 1. Register:

Complete the form with your contact information and click “Continue”.

*If you already have a myEquifax account, click the ‘Sign in here’ link under the “Let’s get started” header.*

*Once you have successfully signed in, you will skip to the Checkout Page in Step 4*

#### 2. Create Account:

Enter your email address, create a password, and accept the terms of use.

#### 3. Verify Identity:

To enroll in your product, we will ask you to complete our identity verification process.

#### 4. Checkout:

Upon successful verification of your identity, you will see the Checkout Page.

Click ‘Sign Me Up’ to finish enrolling.

#### You’re done!

The confirmation page shows your completed enrollment.

Click “View My Product” to access the product features.

<sup>1</sup>The credit scores provided are based on the VantageScore® 3.0 model. For three-bureau VantageScore credit scores, data from Equifax®, Experian®, and TransUnion® are used respectively. Any one-bureau VantageScore uses Equifax data. Third parties use many different types of credit scores and are likely to use a different type of credit score to assess your creditworthiness.

<sup>2</sup>Credit monitoring from Experian and TransUnion will take several days to begin. <sup>3</sup>WebScan searches for your Social Security Number, up to 5 passport numbers, up to 6 bank account numbers, up to 6 credit/debit card numbers, up to 6 email addresses, and up to 10 medical ID numbers. WebScan searches thousands of Internet sites where consumers' personal information is suspected of being bought and sold, and regularly adds new sites to the list of those it searches. However, the Internet addresses of these suspected Internet trading sites are not published and

frequently change, so there is no guarantee that we are able to locate and search every possible Internet site where consumers' personal information is at risk of being traded. <sup>4</sup>The Automatic

Fraud Alert feature is made available to consumers by Equifax Information Services LLC and fulfilled on its behalf by Equifax Consumer Services LLC. <sup>5</sup>Locking your Equifax credit report will prevent access to it by certain third parties. Locking your Equifax credit report will not prevent access to your credit report at any other credit reporting agency. Entities that may still have access to your Equifax credit report include: companies like Equifax Global Consumer Solutions, which provide you with access to your credit report or credit score, or monitor your credit report as part of a subscription or similar service; companies that provide you with a copy of your credit report or credit score, upon your request; federal, state and local government agencies and courts in certain circumstances; companies using the information in connection with the underwriting of insurance, or for employment, tenant or background screening purposes; companies that have a current account or relationship with you, and collection agencies acting on behalf of those whom you owe; companies that authenticate a consumer's identity for purposes other than granting credit, or for investigating or preventing actual or potential fraud; and companies that wish to make pre-approved offers of credit or insurance to you. To opt out of such pre-approved

offers, visit [www.optoutprescreen.co](http://www.optoutprescreen.co) <sup>6</sup>The Identity Theft Insurance benefit is underwritten and administered by American Bankers Insurance Company of Florida, an Assurant company, under group or blanket policies issued to Equifax, Inc., or its respective affiliates for the benefit of its Members. Please refer to the actual policies for terms, conditions, and exclusions of coverage. Coverage may not be available in all jurisdictions.

## ADDITIONAL RESOURCES

**Contact information for the three nationwide credit reporting agencies is:**

**Equifax**, PO Box 74021, Atlanta, GA 30374, [www.equifax.com](http://www.equifax.com), 1-800-685-1111

**Experian**, PO Box 2104, Allen, TX 75013, [www.experian.com](http://www.experian.com), 1-888-397-3742

**TransUnion**, PO Box 2000, Chester, PA 19022, [www.transunion.com](http://www.transunion.com), 1-800-888-4213

**Free Credit Report.** It is recommended that you remain vigilant for incidents of fraud and identity theft by reviewing your account statements and monitoring your credit report for unauthorized activity. You may obtain a copy of your credit report, free of charge, once every 12 months from each of the three nationwide credit reporting agencies.

To order your annual free credit report please visit [www.annualcreditreport.com](http://www.annualcreditreport.com) or call toll free at **1-877-322-8228**. You can also order your annual free credit report by mailing a completed Annual Credit Report Request Form (available from the U.S. Federal Trade Commission's ("FTC") website at [www.consumer.ftc.gov](http://www.consumer.ftc.gov)) to: Annual Credit Report Request Service, PO Box 105281, Atlanta, GA 30348-5281.

**Depending on the state you reside in**, you may obtain one or more additional copies of your credit report, free of charge. You must contact each of the credit reporting agencies directly to obtain such additional report(s).

**Fraud Alert.** You may place a fraud alert in your file by calling one of the three nationwide credit reporting agencies above. A fraud alert tells creditors to follow certain procedures, including contacting you before they open any new accounts or change your existing accounts. For that reason, placing a fraud alert can protect you, but also may delay you when you seek to obtain credit.

**Security Freeze.** You have the ability to place a security freeze on your credit report.

A security freeze is intended to prevent credit, loans, and services from being approved in your name without your consent. To place a security freeze on your credit report, you may be able to use an online process, an automated telephone line, or a written request to any of the three credit reporting agencies listed above. The following information must be included when requesting a security freeze (note that if you are requesting a credit report for your spouse, this information must be provided for him/her as well): (1) full name, with middle initial and any suffixes; (2) Social Security number; (3) date of birth; (4) current address and any previous addresses for the past five years; and (5) any applicable incident report or complaints with a law enforcement agency or the Registry of Motor Vehicles. The request must also include a copy of a government-issued identification card and a copy of a recent utility bill or bank or insurance statement. It is essential that each copy be legible, display your name and current mailing address, and the date of issue. The credit reporting agencies may charge a fee to place a freeze, temporarily lift it, or permanently remove it. The fee is waived if you are a victim of identity theft and have submitted a valid investigative or law enforcement report or complaint relating to the identity theft incident to the credit reporting agencies. (You must review your state's requirement(s) and/or credit bureau requirement(s) for the specific document(s) to be submitted.)

**Federal Trade Commission and State Attorneys General Offices.** If you believe you are the victim of identity theft or have reason to believe your personal information has been misused, you should immediately contact the Federal Trade Commission and/or the Attorney General's office in your state. You may also contact these agencies for information on how to prevent or avoid identity theft.

You may contact the **Federal Trade Commission**, Consumer Response Center, 600 Pennsylvania Avenue NW, Washington, DC 20580, [www.ftc.gov/bcp/edu/microsites/idtheft/](http://www.ftc.gov/bcp/edu/microsites/idtheft/), 1-877-IDTHEFT (438-4338).

- **For Alabama residents:** You may contact the Alabama Office of Attorney General, 501 Washington Avenue, Montgomery, AL 36104, <https://www.alabamaag.gov/>, 1-800-392-5658.
- **For Arizona residents:** You may contact the Arizona Attorney General's Office, 2005 N. Central Avenue, Phoenix, AZ, 85004, <https://www.azag.gov/>, 1 (602) 542-5025.
- **For California residents:** You may contact the Office of Attorney General California Department of Justice, P.O. Box 944255, Sacramento CA 94244, <https://oag.ca.gov/>, (800) 952-5225.

- **For Colorado residents:** You may contact the Colorado Attorney General, Colorado Department of Law, Ralph L. Carr Judicial Building, 1300 Broadway, 10<sup>th</sup> Floor, Denver, CO, 80203, <https://coag.gov/>, 720-508-6000.
- **For Connecticut residents:** You may contact the Office of Attorney General for the Connecticut Consumer Assistance Unit, 156 Capitol Avenue, Hartford CT, 06106, <https://portal.ct.gov/ag/sections/consumer-protection>, 860-808-5420.
- **For Florida residents:** You may contact the Florida Office of the Attorney General Department of Legal Affairs, PL-01 The Capitol, Tallahassee FL, 32399, <http://myfloridalegal.com/>, 1-866-9-NO-SCAM.
- **For Georgia residents:** You may contact the Georgia Office of Attorney General Consumer Protection Team, 40 Capital Square, SW, Atlanta, GA 30334, <https://law.georgia.gov/contact-u>, (800) 869-112.
- **For Kentucky residents:** You may contact the Kentucky Attorney General Office, 700 Capital Avenue, Suite 118, Frankfort, KY, 40601, <https://www.ag.ky.gov/Pages/default.aspx>, (502)696-5300.
- **For Maine residents:** You may contact the Maine Attorney General Office, 6 State House Station, Augusta, ME 04333, <https://www.maine.gov/ag/>, 207-626-8800.
- **For Maryland residents:** You may contact the Office of the Maryland Attorney General, Saint Paul Plaza, 200 St. Paul Place, Baltimore, MD 21202, <https://www.marylandattorneygeneral.gov/>, 410-528-8662.
- **For Michigan residents:** You may contact the Michigan Office of Attorney General Consumer Protection Team, 525 W. Ottawa St., Lansing, MI 48906, <https://www.michigan.gov/consumerprotection>, 877-765-8388.
- **For Minnesota residents:** You may contact the Minnesota Office of the Attorney General, 445 Minnesota Street, Suite 600, St. Paul, MN, 55101, <https://www.ag.state.mn.us/> (651) 296-3353.
- **For Montana residents:** You may contact the Montana Office of the Attorney General, 215 N. Sanders Street, Helena, MT, 59601, <https://dojmt.gov/agooffice/>, (406)- 444-2026.
- **For New York residents:** You may contact the Office of Attorney General for the New York Office of Consumer Protection, 123 William Street, New York, NY 10038-3804, <https://dos.ny.gov/consumer-protection>, 1 (800) 697-1220.
- **For New Jersey residents:** You may contact the Office of Attorney General for the New Jersey Division of Consumer Affairs 124 Halsey Street, Newark, NJ 07102, <https://www.njconsumeraffairs.gov/Pages/Consumer-Complaints.aspx> (800) 242-5846.
- **For Ohio residents:** You may contact the Ohio Attorney General Office, 30 E. Broad St., 14<sup>th</sup> Floor, Columbus, OH 43215, <https://www.ohioattorneygeneral.gov/About-AG/Contact>, (800)-282-0515.
- **For South Carolina residents:** You may contact the South Carolina Attorney General Office, Department of Consumer Affairs, PO Box 5757, Columbia, SC, 29250, <https://consumer.sc.gov/business-resourceslaws>, (803) 734- 4200.
- **For Tennessee residents:** You may contact the Tennessee Attorney General and Reporter, P.O. Box 20207, Nashville, TN, 37202. <https://www.tn.gov/attorneygeneral/contact-us.html>, 615-741-3491.
- **For Texas residents:** You may contact the Office of the Texas Attorney General, P.O. Box 12548, Austin, TX, 78711, <https://www.texasattorneygeneral.gov/>, 512-463-2100.
- **For Virginia residents:** You may contact the Virginia Attorney General Office, 202 North 9<sup>th</sup> Street, Richmond, VA 23219, <https://oag.state.va.us/>, (804)-786-2071.
- **For Wisconsin residents:** You may contact the Wisconsin Attorney General Office, PO Box 7857, Madison, WI, 53707-7857, <https://www.doj.state.wi.us/webform/contact-attorney-general>, (608) 266-1221.

**Fair Credit Reporting Act.** You also have rights under the Fair Credit Reporting Act, which promotes the accuracy, fairness, and privacy of information in the files of consumer reporting agencies. The FTC has published a list of the primary rights created by the FCRA (<https://www.ftc.gov/enforcement/statutes/fair-credit-reporting-act>). The FTC's list of FCRA rights includes:

- You have the right to receive a copy of your credit report. The copy of your report must contain all the information in your file at the time of your request.
- Each of the nationwide credit reporting agencies is required to provide you with a free copy of your credit report, at your request, once every 12 months.
- You are also entitled to a free report if a company takes adverse action against you, like denying your application for credit, insurance, or employment, and you ask for your report within 60 days of receiving notice of the action. The notice will give you the name, address, and phone number of the credit reporting agency. You are also entitled to one free report a year if you're unemployed and plan to look for a job within 60 days; if you are on welfare; or if your report is inaccurate because of fraud, including identity theft.
- You have the right to ask for a credit score.
- You have the right to dispute incomplete or inaccurate information.
- Consumer reporting agencies must correct or delete inaccurate, incomplete, or unverifiable information.
- Consumer reporting agencies may not report outdated negative information.
- Access to your file is limited. You must give your consent for reports to be provided to employers.
- You may limit "prescreened" offers of credit and insurance you receive based on information in your credit report.
- You may seek damages from violators.
- Identity theft victims and active duty military personnel have additional rights.