



2049 Century Park East, Suite 2900 Los Angeles, CA 90067 • (310) 229-1335

January 10, 2025

Pasha Sternberg  
310-229-1335  
psternberg@polsinelli.com

**VIA E-MAIL (IDTHEFT@OAG.STATE.MD.US)**

Office of the Attorney General  
Attn: Jeff Karberg, Administrator of the Identity Theft Program  
Attn: Security Breach Notification  
200 St. Paul Place  
Baltimore, MD 21202

***Re: Notification of Data Security Incident***

Dear Mr. Karberg:

We represent HCF of Sweden Valley Inc., (“Sweden Valley Manor”), 1028 E Second Street Coudersport, Pennsylvania 16915 in connection with an incident that involved the personal information of two (2) Maryland residents. Sweden Valley Manor is reporting the incident pursuant to Md. Code Ann, Com. Law § 14-3504(h). This notice will be supplemented, if necessary, with any new significant facts discovered subsequent to this submission. While Sweden Valley Manor is notifying you of this incident, Sweden Valley Manor does not waive any rights or defenses relating to the incident, this notice, or the applicability of Maryland law on personal jurisdiction.

**NATURE OF THE INCIDENT**

After discovering suspicious activity on its computer network on October 3, 2024, Sweden Valley Manor’s management company promptly initiated an internal investigation, took steps to contain the incident, and engaged a forensic security firm to further investigate. The forensic investigation determined that an unknown, unauthorized third party gained access to the management company’s computer systems and accessed and acquired certain documents from those systems. The management company reviewed the accessed and acquired documents, and on November 19, 2024, determined that they contained personal information that it was maintaining on Sweden Valley Manor’s behalf. The personal information that was involved varied by individual but could include name, together with one or more of the following: date of birth, Social Security number, financial account number, medical information, and insurance information.

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January 10, 2025

Page 2

### **NOTIFICATION TO MARYLAND RESIDENTS**

Sweden Valley Manor is notifying the two (2) residents of Maryland whose personal information was contained in the accessed and acquired documents involved in the incident. These notifications were mailed by USPS First Class Mail on January 9, 2025. The notification letters describe the incident and provide information on ways the individual can protect themselves against potential fraud and identity theft and include an offer of complimentary credit monitoring and identity theft protection services. Sweden Valley Manor has also arranged for a toll-free, dedicated call line to assist the notified individuals with any questions they may have regarding the incident. Enclosed is a sample of the letter sent to the Maryland residents.

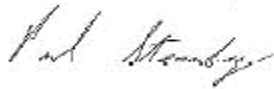
### **STEPS TAKEN RELATING TO THE INCIDENT**

Upon learning of the incident, Sweden Valley Manor began an internal investigation. As mentioned, Sweden Valley Manor is notifying individuals whose information was contained in the files and is offering complimentary credit monitoring and identity theft protection services. Sweden Valley Manor understands its management company has taken steps to prevent an incident like this from occurring in the future.

### **CONTACT INFORMATION**

Please contact me if you have any questions or if I can provide you with any further information concerning this matter.

Very truly yours,



Pasha Sternberg

Enclosure



1028 E. 2<sup>nd</sup> St., Coudersport, PA 16915 • P: (814) 274-4610 • F: (814) 274-8010  
SwedenValleyManor.com

Return Mail Processing  
PO Box 509  
Claysburg PA 16625-0589

January 9, 2025



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SAMPLE A SAMPLE - L01

123 ANY STREET

APT ABC

ANYTOWN, ST 12345-6789



Dear Sample A. Sample:

RE: NOTICE OF A DATA BREACH

[Extra1] ("[Extra2]") values and respects the privacy of your information, which is why we are writing to advise you of a recent incident that may have involved some of your personal information. At this time, we do not believe your personal information has been misused for the purpose of committing fraud or identity theft. Nonetheless, we are writing to advise you about the incident and to provide you with guidance on what you can do to protect yourself, should you feel it is appropriate to do so.

**What Happened?** On October 3, 2024, we discovered suspicious activity on our management company's computer network. Upon identifying the issue, the management company promptly initiated an internal investigation, took steps to contain the incident, and engaged a forensic security firm to further investigate. The forensic investigation determined that an unknown, unauthorized third party gained access to the management company's computer systems on September 17, 2024, and during that time, accessed and acquired certain documents from those systems.

**What Information Was Involved?** On November 19, 2024, a review of those documents determined that they contained your name, together with one or more of the following: date of birth, Social Security number, financial account number, medical information, and insurance information.

**What We Are Doing.** In addition to the actions described above, we worked with the forensic firm to confirm the ongoing security of our and our management company's computer systems. We also notified law enforcement and are cooperating with its investigation. Although we are not aware of any instances of fraud or identity theft involving your information, we are offering a complimentary one-year/two-year membership of Experian IdentityWorks<sup>SM</sup> Credit 3B. This product helps detect possible misuse of your personal information and provides you with identity protection services focused on immediate identification and resolution of identity theft. IdentityWorks Credit 3B is completely free to you, and enrolling in this program will not hurt your credit score. **For more information on identity theft prevention and IdentityWorks Credit 3B, including instructions on how to activate your complimentary one-year/two-year membership, please see the additional information provided in this letter.**

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**What You Can Do.** While we have no evidence that your personal information has been misused, we encourage you to take advantage of the complimentary credit monitoring included in this letter. You can also find more information on steps to protect yourself against possible identity theft or fraud in the enclosed *Additional Important Information* sheet.

**For More Information.** We value the trust you place in us to protect your privacy, take our responsibility to safeguard your personal information seriously, and apologize for any inconvenience or concern this incident might cause. For further information and assistance, please call [Extra6] from 9:00 a.m. – 9:00 p.m. Eastern Time, Monday through Friday, excluding major U.S. holidays.

Sincerely,  
[Extra1]

## ACTIVATING YOUR COMPLIMENTARY CREDIT MONITORING

To help protect your identity, we are offering a complimentary one-year/two-year membership of Experian IdentityWorks<sup>SM</sup> Credit 3B. This product helps detect possible misuse of your personal information and provides you with superior identity protection support focused on immediate identification and resolution of identity theft.

### Activate IdentityWorks Credit 3B Now in Three Easy Steps

1. ENROLL by: **March 31, 2025** (Your code will not work after this date.)
2. VISIT the **Experian IdentityWorks website** to enroll: <https://www.experianidworks.com/3bcredit>
3. PROVIDE the **Activation Code**: ABCDEFGHI

If you have questions about the product, need assistance with identity restoration or would like an alternative to enrolling in Experian IdentityWorks online, please contact Experian's customer care team at [Extra6]. Be prepared to provide engagement number ENGAGE# as proof of eligibility for the identity restoration services by Experian.

### ADDITIONAL DETAILS REGARDING YOUR ##-MONTH EXPERIAN IDENTITYWORKS CREDIT 3B MEMBERSHIP:

A credit card is **not** required for enrollment in Experian IdentityWorks Credit 3B.

You can contact Experian **immediately** regarding any fraud issues, and have access to the following features once you enroll in Experian IdentityWorks:

- **Experian credit report at signup:** See what information is associated with your credit file. Daily credit reports are available for online members only.\*
- **Credit Monitoring:** Actively monitors Experian, Equifax and Transunion files for indicators of fraud.
- **Identity Restoration:** Identity Restoration specialists are immediately available to help you address credit and non-credit related fraud.
- **Experian IdentityWorks ExtendCARE<sup>TM</sup>:** You receive the same high-level of Identity Restoration support even after your Experian IdentityWorks membership has expired.
- **Up to \$1 Million Identity Theft Insurance<sup>\*\*</sup>:** Provides coverage for certain costs and unauthorized electronic fund transfers.

**Activate your membership today at <https://www.experianidworks.com/3bcredit> or call [Extra6] to register with the activation code above.**

**What you can do to protect your information:** There are additional actions you can consider taking to reduce the chances of identity theft or fraud on your account(s). Please refer to [www.ExperianIDWorks.com/restoration](http://www.ExperianIDWorks.com/restoration) for this information. If you have any questions about IdentityWorks, need help understanding something on your credit report or suspect that an item on your credit report may be fraudulent, please contact Experian's customer care team at [Extra6].

\* Offline members will be eligible to call for additional reports quarterly after enrolling.

\*\* The Identity Theft Insurance is underwritten and administered by American Bankers Insurance Company of Florida, an Assurant company. Please refer to the actual policies for terms, conditions, and exclusions of coverage. Coverage may not be available in all jurisdictions.



### Additional Important Information

As a precautionary measure, we recommend that you remain vigilant to protect against potential fraud and/or identity theft by, among other things, reviewing your account statements and monitoring 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 should also promptly report any fraudulent activity or any suspected incidents of identity theft to proper law enforcement authorities, including the police and your state's attorney general, as well as the Federal Trade Commission ("FTC").

You may wish to review the tips provided by the FTC on fraud alerts, security/credit freezes and steps you can take to avoid identity theft. For more information and to contact the FTC, please visit [www.ftc.gov/idtheft](http://www.ftc.gov/idtheft) or call 1-877-ID-THEFT (1-877-438-4338). You may also contact the FTC at Federal Trade Commission, 600 Pennsylvania Avenue, NW, Washington, DC 20580.

**Credit Reports:** By law, you may obtain a free copy of your credit report once every 12 months from each of the three national credit reporting agencies. The three national credit reporting agencies have also agreed to provide free weekly online credit reports. You can obtain your free credit report by visiting [www.annualcreditreport.com](http://www.annualcreditreport.com), by 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 can print a copy of the request form at <https://www.annualcreditreport.com/manualRequestForm.action>. Alternatively, you may elect to purchase a copy of your credit report by contacting the three national credit reporting agencies. Contact information for the three national credit reporting agencies for the purpose of requesting a copy of your credit report or for general inquiries is as follows:

Equifax  
1-866-349-5191  
[www.equifax.com](http://www.equifax.com)  
P.O. Box 740241  
Atlanta, GA 30374

Experian  
1-888-397-3742  
[www.experian.com](http://www.experian.com)  
P.O. Box 2002  
Allen, TX 75013

TransUnion  
1-800-888-4213  
[www.transunion.com](http://www.transunion.com)  
P.O. Box 2000  
Chester, PA 19016

**Fraud Alerts:** By law, you have the right to place a fraud alert on your credit report if you believe you have been, or are about to become, a victim of fraud or related crime. A fraud alert is free and will stay on your credit report for one (1) year. The alert informs creditors of possible fraudulent activity within your report and requests that the creditor contact you prior to establishing any new accounts in your name. To place a fraud alert on your credit report, contact any of the three national credit reporting agencies using the contact information listed above. Additional information is available at [www.annualcreditreport.com/protectYourIdentity.action](http://www.annualcreditreport.com/protectYourIdentity.action).

**Credit and Security Freezes:** By law, you have the right to place a credit freeze, also known as a security freeze, on your credit file, so that no new credit can be opened in your name without the use of a PIN number that is issued to you when you initiate the freeze. A credit freeze is designed to prevent potential credit grantors from accessing your credit report without your consent. If you place a credit freeze, potential creditors and other third parties will not be able to get access to your credit report unless you temporarily lift the freeze. Therefore, using a credit freeze may delay your ability to obtain credit. Unlike a fraud alert, you must separately place a credit freeze on your credit file at each credit reporting company. Since the instructions for how to establish a credit freeze differ from state to state, please contact the three major credit reporting companies as specified below to find out more information:

Equifax Security Freeze  
1-888-298-0045  
<https://www.equifax.com/personal/credit-report-services/credit-freeze/>  
P.O. Box 105788  
Atlanta, GA 30348

Experian Security Freeze  
1-888-397-3742  
<https://www.experian.com/freeze/center.html>  
P.O. Box 9554  
Allen, TX 75013

TransUnion Security Freeze  
1-888-909-8872  
<https://www.transunion.com/credit-freeze>  
P.O. Box 160  
Woodlyn, PA 19094

This notification was not delayed by law enforcement.

**Iowa Residents:** Iowa residents can contact the Office of the Attorney general to obtain information about steps to take to avoid identity theft from the Iowa Attorney General's office at: Office of the Attorney General of Iowa, Hoover State Office Building, 1305 E. Walnut Street, Des Moines IA 50319, 515-281-5164.

**Maryland Residents:** Maryland residents can contact the Office of the Attorney General to obtain information about steps you can take to avoid identity theft from the Maryland Attorney General's office at: Office of the Attorney General, 200 St. Paul Place, Baltimore, MD 21202, (888) 743-0023, <http://www.marylandattorneygeneral.gov/>.

**New Mexico Residents:** Individuals have rights under the Fair Credit Reporting Act. We encourage you to review your rights under the Fair Credit Reporting Act by visiting [https://files.consumerfinance.gov/f/documents/bcfrp\\_consumer-rights-summary\\_2018-09.pdf](https://files.consumerfinance.gov/f/documents/bcfrp_consumer-rights-summary_2018-09.pdf), or by requesting information in writing from the Consumer Financial Protection Bureau, 1700 G Street N.W., Washington, DC 20552.

**New York State Residents:** New York residents can obtain information about preventing identity theft from the New York Attorney General's Office at: Office of the Attorney General for the State of New York, Bureau of Consumer Frauds & Protection, The Capitol, Albany, New York 12224-0341; <https://ag.ny.gov/consumer-frauds/identity-theft>; (800) 771-7755.

**North Carolina Residents:** North Carolina residents can obtain information about preventing identity theft from the North Carolina Attorney General's Office at: North Carolina Attorney General's Office, Consumer Protection Division, 9001 Mail Service Center, Raleigh, NC 27699-9001; 877-5-NO-SCAM (Toll-free within North Carolina); 919-716-6000; [www.ncdoj.gov](http://www.ncdoj.gov).

**Oregon Residents:** Oregon residents are advised to report any suspected identity theft to law enforcement, including the Federal Trade Commission and the Oregon Attorney General. Oregon residents can contact the Oregon Attorney General at 1162 Court St. NE, Salem, OR 97301-4096; 503-378-4400; <https://www.doj.state.or.us/>.

**Rhode Island Residents:** We believe that this incident affected 2 Rhode Island residents. Rhode Island residents can contact the Office of the Attorney general at: Rhode Island Office of the Attorney General, 150 South Main Street, Providence, RI 02903, (401) 274-4400, [www.riag.ri.gov](http://www.riag.ri.gov). You have the right to obtain any police report filed in regard to this incident. If you are the victim of identity theft, you also have the right to file a police report and obtain a copy of it.

**Vermont Residents:** If you do not have internet access but would like to learn more about how to place a security freeze on your credit report, contact the Vermont Attorney General's Office at 802-656-3183 (800-649-2424 toll free in Vermont only).



