



January 16, 2025

**Via EMAIL – IDTheft@oag.state.md.us**

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

**RE: Data incident affecting Maryland residents.**

To Whom It May Concern:

Pursuant to Md. Code Com. Law § 14-3501 *et seq.*, we are writing to notify you of a data incident that may have resulted in the unauthorized access to or disclosure of personal information of approximately 788 Maryland residents.

**Description of the incident**

On December 18, 2024, Garden of Life, LLC (“Garden of Life”), determined that an unknown third party gained access to the software that its website uses to collect payment card information for online purchases. The data that was accessed in this incident includes consumers’ names, addresses, email addresses, credit card or debit card numbers and expiration dates, and card value verification (CVV) numbers.

The unauthorized access to Garden of Life’s website appears to have occurred in July 2024. The software at issue in this incident is provided by a vendor and is separate from other areas of the Garden of Life website. There is no indication that any other Garden of Life systems or areas of its website were compromised.

**Garden of Life’s response**

Immediately upon learning about the unauthorized access, Garden of Life engaged cybersecurity experts and took steps to isolate and disable the affected system. Garden of Life continues to investigate this incident and has implemented additional security measures to help prevent a

similar incident from occurring in the future.

**Notice to Maryland residents**

Garden of Life is transmitting a notification letter to the affected Maryland residents. The letter includes information about how they can protect themselves against potential fraud or identity theft, and it provides contact information if they have any questions regarding the incident. Garden of Life expects to send these letters on January 17, 2025. Enclosed please find a sample of the notice.

Sincerely,

/s/ Brian Groves

Brian Groves, President  
Garden of Life, LLC

Enclosure



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://response.idx.us/GardenOfLife>

January 17, 2025

## Notice of Data Breach

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

Garden of Life, LLC ("Garden of Life") values your business and respects the privacy of your information. We are writing to inform you of a data incident that may have involved your personal information.

### What Happened

On December 18, 2024, Garden of Life determined that an unknown third party gained access to the software that its website uses to collect payment card information for online purchases. The unauthorized access to Garden of Life's website appears to have occurred in July 2024. The software at issue in this incident is provided by a vendor and is separate from other areas of the Garden of Life website. There is no indication that any other Garden of Life systems or areas of its website were compromised.

### What Information Was Involved

The data that was accessed in this incident includes consumers' names, addresses, email addresses, credit card or debit card numbers and expiration dates, and card value verification (CVV) numbers.

### What We Are Doing

Immediately upon learning about the unauthorized access, Garden of Life engaged cybersecurity experts and took steps to isolate and disable the affected system. Garden of Life continues to investigate this incident and is considering additional security measures to help prevent a similar incident from occurring in the future.

We have made arrangements with IDX, to provide, at no cost to you, a <<12/24>>-month membership to a credit monitoring plan, up to \$1 million of insurance per affected individual to provide reimbursement for certain expenses relating to the incident, 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

We encourage you to check your credit and debit card accounts for any unauthorized transactions or other suspicious activity. In addition, we encourage you to review the enclosed Resources document. This document describes additional steps you can take to help protect yourself, including recommendations by the Federal Trade Commission on how to protect your information.

In addition, we encourage you to contact IDX to enroll in the free identity protection services by calling 1-877-723-8590, going to <https://response.idx.us/GardenOfLife>, or scanning the QR image and using the Enrollment Code provided above. IDX representatives are available Monday through Friday from 9 am - 9 pm Eastern Time. Please note the deadline to enroll is April 17, 2025.

**For More Information**

We are taking this incident very seriously and apologize for the inconvenience it may have caused.

Please call 1-877-723-8590 or go to <https://response.idx.us/GardenOfLife> for assistance or for any additional questions you may have. Further instructions and information are in the attached *Resources for Protecting Your Information*. You will need to reference the enrollment code at the top of this letter when calling or enrolling online, so please do not discard this letter.

Sincerely,

Brian Groves, President  
Garden of Life, LLC

(Enclosure)

## Resources for Protecting Your Information

**1. Website and Enrollment.** Scan the QR image or go to <https://response.idx.us/GardenOfLife> and follow the instructions for enrollment using your Enrollment Code provided at the top of the letter.

**2. Activate the credit monitoring** provided as part of your IDX identity protection membership. The monitoring included in the membership must be activated to be effective. Note: You must have established credit and access to a computer and the internet to use this service. If you need assistance, IDX will be able to assist you.

**3. Telephone.** Contact IDX at 1-877-723-8590 to gain additional information about this event and speak with knowledgeable representatives about the appropriate steps to take to protect your credit identity.

**4. Review your credit reports.** It is recommended that you remain vigilant by reviewing account statements and monitoring credit reports. Under federal law, you also are entitled every 12 months to one free copy of your credit report from each of the three major credit reporting companies. To obtain a free annual credit report, go to [www.annualcreditreport.com](http://www.annualcreditreport.com) or call 1-877-322-8228. You may wish to stagger your requests so that you receive a free report by one of the three credit bureaus every four months.

If you discover any suspicious items and have enrolled in IDX identity protection, notify them immediately by calling or by logging into the IDX website and filing a request for help. If you file a request for help or report suspicious activity, you will be contacted by a member of the IDX Care team for further assistance.

You should also know that you have the right to file a police report if you ever experience identity fraud. Please note that in order to file a crime report or incident report with law enforcement for identity theft, you will likely need to provide some kind of proof that you have been a victim. A police report is often required to dispute fraudulent items. You can report suspected incidents of identity theft to local law enforcement or to the Attorney General.

**5. Place Fraud Alerts** with the three credit bureaus. If you choose to place a fraud alert, we recommend you do this after activating your credit monitoring. You can place a fraud alert at one of the three major credit bureaus by phone and also via Experian's or Equifax's website. 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. The contact information for all three bureaus is as follows:

### Credit Bureaus

Equifax Fraud Reporting  
1-866-349-5191  
P.O. Box 105069  
Atlanta, GA 30348-5069  
[www.equifax.com](http://www.equifax.com)

Experian Fraud Reporting  
1-888-397-3742  
P.O. Box 9554  
Allen, TX 75013  
[www.experian.com](http://www.experian.com)

TransUnion Fraud Reporting  
1-800-680-7289  
P.O. Box 2000  
Chester, PA 19022-2000  
[www.transunion.com](http://www.transunion.com)

It is necessary to contact only **one** of these bureaus and use only **one** of these methods. As soon as one of the three bureaus confirms your fraud alert, the others are notified to place alerts on their records. **No one is allowed to place a fraud alert on your credit report except you.**

**6. Security Freeze.** By placing a security freeze, someone who fraudulently acquires your personal identifying information will not be able to use that information to open new accounts or borrow money in your name. You will need to contact the three national credit reporting bureaus listed above to place the freeze. Keep in mind that when you place the freeze, you will not be able to borrow money, obtain instant credit, or get a new credit card until you temporarily lift or permanently remove the freeze. There is no cost to freeze or unfreeze your credit files.

**7. You can obtain additional information** about the steps you can take to avoid identity theft from the following agencies. Contact information for other state attorneys general is available at <https://www.naag.org/find-my-ag/>. The Federal Trade Commission also encourages those who discover that their information has been misused to file a complaint with them.

**California Residents:** Visit the California Office of Privacy Protection ([www.oag.ca.gov/privacy](http://www.oag.ca.gov/privacy)) for additional information on protection against identity theft. Office of the Attorney General of California, 1300 I Street, Sacramento, CA 95814, Telephone: 1-800-952-5225.

**District of Columbia Residents:** You may obtain further information about how to avoid identity theft from: Office of the Attorney General for the District of Columbia

**Iowa Residents:** You are advised to report instances of identity theft to the Office of the Attorney General of Iowa, Consumer Protection Division, Hoover State Office Building, 1305 E. Walnut Street, Des Moines, Iowa 50319-0106; 515-281-5926 or 888-777-4590; [consumer@ag.iowa.gov](mailto:consumer@ag.iowa.gov)

**Kentucky Residents:** Office of the Attorney General of Kentucky, 700 Capitol Avenue, Suite 118 Frankfort, Kentucky 40601, [www.ag.ky.gov](http://www.ag.ky.gov), Telephone: 1-502-696-5300.

**Maryland Residents:** Office of the Attorney General of Maryland, Consumer Protection Division 200 St. Paul Place Baltimore, MD 21202, [www.oag.state.md.us/Consumer](http://www.oag.state.md.us/Consumer), Telephone: 1-888-743-0023.

**New Mexico Residents:** You have rights pursuant to the Fair Credit Reporting Act, such as the right to be told if information in your credit file has been used against you, the right to know what is in your credit file, the right to ask for your credit score, and the right to dispute incomplete or inaccurate information. Further, pursuant to the Fair Credit Reporting Act, the 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 credit reports to be provided to employers; you may limit “prescreened” offers of credit and insurance you get based on information in your credit report; and you may seek damages from a violator. You may have additional rights under the Fair Credit Reporting Act not summarized here. Identity theft victims and active duty military personnel have specific additional rights pursuant to the Fair Credit Reporting Act. You can review your rights pursuant to the Fair Credit Reporting Act by visiting [www.consumerfinance.gov/f/201504\\_cfpb\\_summary\\_your-rights-under-fcra.pdf](http://www.consumerfinance.gov/f/201504_cfpb_summary_your-rights-under-fcra.pdf), or by writing Consumer Response Center, Room 130-A, Federal Trade Commission, 600 Pennsylvania Ave. N.W., Washington, D.C. 20580.

**New York Residents:** the Attorney General may be contacted at: Office of the Attorney General, The Capitol, Albany, NY 12224-0341; 1-800-771-7755; <https://ag.ny.gov/>.

**North Carolina Residents:** Office of the Attorney General of North Carolina, 9001 Mail Service Center Raleigh, NC 27699-9001, [www.ncdoj.gov](http://www.ncdoj.gov), Telephone: 1-919-716-6400.

**Oregon Residents:** Oregon Department of Justice, 1162 Court Street NE, Salem, OR 97301-4096, [www.doj.state.or.us/](http://www.doj.state.or.us/), Telephone: 1-877-877-9392

**Rhode Island Residents:** Office of the Attorney General, 150 South Main Street, Providence, Rhode Island 02903, [www.riag.ri.gov](http://www.riag.ri.gov), Telephone: 1-401-274-4400

**All U.S. Residents:** Identity Theft Clearinghouse, Federal Trade Commission, 600 Pennsylvania Avenue, NW Washington, DC 20580, <https://consumer.ftc.gov>, 1-877-IDTHEFT (438-4338), TTY: 1-866-653-4261.