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January 27, 2025

VIA E-MAIL

Office of the Attorney General
Attn: Security Breach Notification
200 St. Paul Place
Baltimore, MD 21202
E-mail: idtheft@oag.state.md.us

Re: Notice of Data Event

To Whom It May Concern:

We represent Adoptions From the Heart (“AFTH”) located at 30-31 Hampstead Circle, Wynnewood, PA 19096, and are writing to notify your office of an incident that may affect the security of certain personal information relating to sixty (60) Maryland residents. This notice may be supplemented with any new significant facts learned subsequent to its submission. By providing this notice, AFTH does not waive any rights or defenses regarding the applicability of Maryland law, the applicability of the Maryland data event notification statute, or personal jurisdiction.

Nature of the Data Event

On April 25, 2024, AFTH became aware that an internal database containing information relating to the adoption process had inadvertently become accessible to search engine indexing bots. Upon becoming aware of this activity, AFTH launched an investigation with the assistance of forensic specialists to confirm the full nature and scope of the issue. The investigation determined that attachments from AFTH’s database were indexed and searchable through the search engines beginning on April 17, 2024. There is no indication that any malicious activity occurred in relation to the information stored within the database during this incident. In response to learning of the issue, AFTH promptly took steps to secure the database to prevent the search engines from further indexing. AFTH also coordinated with the public search engines to ensure any contents of the database that had been indexed by their search engines be removed. AFTH initiated a comprehensive programmatic and manual review of the accessible data with the assistance of third-party review specialists to assess the type of information potentially affected and to whom it related. At the conclusion of this process, AFTH conducted an additional review of its internal files to identify address information for affected parties to be able to provide this notice. This process was recently completed on December 8, 2024.

The information that could have been subject to unauthorized access varies by individual but includes name, Social Security Number, medical information, financial account information, health insurance information, and driver's license number.

Notice to Maryland Residents

On or about January 27, 2025, AFTH began providing written notice of this incident to sixty (60) Maryland residents. Written notice is being provided in substantially the same form as the letter attached here as *Exhibit A*.

Other Steps Taken and To Be Taken

Upon becoming aware of this incident, AFTH promptly took steps to confirm the security of the database and engaged with computer specialists to assist in conducting a comprehensive investigation to confirm the nature and scope of the files involved. Further, as part of its ongoing commitment to the privacy and security of personal information in its care, AFTH is reviewing and enhancing existing policies and procedures relating to the storage of personal information to reduce the likelihood of a similar future event.

AFTH is providing access to credit monitoring services for one (1) year through Experian to individuals whose personal information was potentially affected by this incident, at no cost to these individuals.

Additionally, AFTH is providing impacted individuals with guidance on how to better protect against identity theft and fraud, including advising individuals to report any suspected incidents of identity theft or fraud to their credit card company and/or bank. AFTH is providing individuals with information on how to place a fraud alert and security freeze on one's credit file, the contact details for the national consumer reporting agencies, information on how to obtain a free credit report, a reminder to remain vigilant for incidents of fraud and identity theft by reviewing account statements and monitoring free credit reports, and encouragement to contact the Federal Trade Commission, their state Attorney General, and law enforcement to report attempted or actual identity theft and fraud.

Contact Information

Should you have any questions regarding this notification or other aspects of the data security event, please contact us at (267) 930-1129.

Very truly yours,

Brittany R. Bickel of
MULLEN COUGHLIN LLC

BRB/jrl
Enclosure

EXHIBIT A



Return Mail Processing
PO Box 999
Suwanee, GA 30024

14 1 2493 *****SNGLP

SAMPLE A. SAMPLE - L02

APT ABC

123 ANY ST

ANYTOWN, US 12345-6789



January 27, 2025

NOTICE OF [Extra3]

Dear Sample A. Sample:

Adoption from the Heart (“AFTH”) is writing to notify you of an incident that may affect the privacy of some of your information. Although we have no indication of any identity theft or fraud occurring in relation to this event, we are notifying you in an abundance of caution. This letter provides details about the event, our response, and steps you can take to help protect your information, should you feel it is appropriate to do so.

What Happened? On April 25, 2024, AFTH became aware that an internal database containing information relating to the adoption process had inadvertently become accessible to search engine indexing bots. Upon becoming aware of this activity, we launched an investigation with the assistance of computer specialists to confirm the full nature and scope of the issue. Our investigation determined that attachments from our database were indexed and searchable through the search engines beginning on April 17, 2024. There is no indication that any malicious activity occurred in relation to the information stored within the database during this incident.

In response to learning of the issue, we promptly took steps to secure the database to prevent the search engines from further indexing. We also coordinated with the public search engines to ensure any contents of the database that had been indexed by their search engines be removed. We initiated a comprehensive programmatic and manual review of the accessible data with the assistance of third-party review specialists to assess the type of information potentially affected and to whom it related. At the conclusion of this process, we conducted an additional review of our internal files to identify address information for affected parties to be able to provide this notice. This process was recently completed.

What Information Was Involved? Our investigation determined that your name, [Extra1], as part of the adoption file, were present in the indexed files. At this time, we have no indication of identity theft or fraud occurring in relation to this incident.

What We Are Doing. We take this incident and the obligation to safeguard the information in our care very seriously. Upon becoming aware of this incident, we promptly took steps to confirm the security of our system and engaged with computer specialists to assist in conducting a comprehensive investigation to confirm the nature and scope of the files involved. Further, as part of our ongoing commitment to the privacy and security of personal information in our care, we are reviewing and enhancing existing policies and procedures relating to the storage of personal information to reduce the likelihood of a similar future event. We will also notify applicable regulatory authorities, where necessary.

As an added precaution, we are offering you access to credit monitoring and identity theft protection services for [twelve (12)/twenty-four (24)] months through Experian at no cost to you. If you wish to activate these complimentary services, you may follow the instructions included in the attached *Steps You Can Take to Help Protect Your Minor's Personal Information*. We encourage you to enroll in these services as we are unable to act on your behalf to do so.

What You Can Do. We encourage you to remain vigilant against incidents of identity theft and fraud by reviewing account statements and monitoring your free credit reports for suspicious activity and to detect errors. You may also review the information contained in the enclosed *Steps You Can Take to Help Protect Personal Information*. There you will also find more information on the complimentary credit monitoring services we are making available to you.

For More Information. If you have questions that are not addressed in this letter you may contact our dedicated assistance line at 1-833-931-8585, which is available between the hours of 8 a.m. to 8 p.m. CST Monday through Friday, (excluding major U.S. holidays). You may also write AFTH at 30-31 Hampstead Circle, Wynnewood, PA 19096.

We sincerely regret any inconvenience or concern this incident may cause.

Sincerely,

Adoptions From The Heart

Steps You Can Take To Help Protect Personal Information

Enroll in Monitoring Services

To help protect your identity, we are offering complimentary access to Experian IdentityWorksSM for [twelve (12)/twenty-four (24)] months.

If you believe there was suspicious activity involving your information and would like to discuss how you may be able to resolve those issues, please reach out to an Experian agent. If, after discussing your situation with an agent, it is determined that identity restoration support is needed then an Experian Identity Restoration agent is available to work with you to investigate and resolve each incident of fraud that occurred from the date of the incident (including, as appropriate, helping you with contacting credit grantors to dispute charges and close accounts; assisting you in placing a freeze on your credit file with the three major credit bureaus; and assisting you with contacting government agencies to help restore your identity to its proper condition).

Please note that Identity Restoration is available to you for [twelve (12)/twenty-four (24)] months from the date of this letter and does not require any action on your part at this time. The Terms and Conditions for this offer are located at www.ExperianIDWorks.com/restoration.

While identity restoration assistance is immediately available to you, we also encourage you to activate the fraud detection tools available through Experian IdentityWorks as a complimentary [twelve (12)/twenty-four (24)]-month membership. This product provides you with superior identity detection and resolution of identity theft. To start monitoring your personal information, please follow the steps below:

- Ensure that you **enroll by** April 30, 2025 (Your code will not work after this date.)
- **Visit** the Experian IdentityWorks website to enroll: <https://www.experianidworks.com/credit>
- Provide your **activation code**: ABCDEFGHI

If you have questions about the product, need assistance with Identity Restoration that arose as a result of this incident, or would like an alternative to enrolling in Experian IdentityWorks online, please contact Experian's customer care team at 1-833-931-8585 by April 30, 2025. Be prepared to provide engagement number [Engagement Number] as proof of eligibility for the Identity Restoration services by Experian.

ADDITIONAL DETAILS REGARDING YOUR [TWELVE (12)/TWENTY-FOUR (24)]-MONTH EXPERIAN IDENTITYWORKS MEMBERSHIP

A credit card is not required for enrollment in Experian IdentityWorks. 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 file for indicators of fraud.
- **Identity Restoration:** Identity Restoration specialists are immediately available to help you address credit and non-credit related fraud.
- **Experian IdentityWorks ExtendCARETM:** You receive the same high-level of Identity Restoration support even after your Experian IdentityWorks membership has expired.
- **1 Million Identity Theft Insurance^{**}:** Provides coverage for certain costs and unauthorized electronic fund transfers.

* 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.

Monitor Your Accounts

Under U.S. law, a consumer is entitled to one free credit report annually from each of the three major credit reporting bureaus, Equifax, Experian, and TransUnion. To order a free credit report, visit www.annualcreditreport.com or call, toll-free, 1-877-322-8228. Consumers may also directly contact the three major credit reporting bureaus listed below to request a free copy of their credit report.

Consumers have the right to place an initial or extended “fraud alert” on a credit file at no cost. An initial fraud alert is a 1-year alert that is placed on a consumer’s credit file. Upon seeing a fraud alert display on a consumer’s credit file, a business is required to take steps to verify the consumer’s identity before extending new credit. If consumers are the victim of identity theft, they are entitled to an extended fraud alert, which is a fraud alert lasting seven years. Should consumers wish to place a fraud alert, please contact any of the three major credit reporting bureaus listed below.

As an alternative to a fraud alert, consumers have the right to place a “credit freeze” on a credit report, which will prohibit a credit bureau from releasing information in the credit report without the consumer’s express authorization. The credit freeze is designed to prevent credit, loans, and services from being approved in a consumer’s name without consent. However, consumers should be aware that using a credit freeze to take control over who gets access to the personal and financial information in their credit report may delay, interfere with, or prohibit the timely approval of any subsequent request or application they make regarding a new loan, credit, mortgage, or any other account involving the extension of credit. Pursuant to federal law, consumers cannot be charged to place or lift a credit freeze on their credit report. To request a credit freeze, individuals may need to provide some or all of the following information:

1. Full name (including middle initial as well as Jr., Sr., II, III, etc.);
2. Social Security number;
3. Date of birth;
4. Addresses for the prior two to five years;
5. Proof of current address, such as a current utility bill or telephone bill;
6. A legible photocopy of a government-issued identification card (state driver’s license or ID card, etc.); and
7. A copy of either the police report, investigative report, or complaint to a law enforcement agency concerning identity theft if they are a victim of identity theft.

Should consumers wish to place a credit freeze or fraud alert, please contact the three major credit reporting bureaus listed below:

Equifax	Experian	TransUnion
https://www.equifax.com/personal/credit-report-services/	https://www.experian.com/help/	https://www.transunion.com/credit-freeze
1-888-298-0045	1-888-397-3742	1 (833) 799-5355
Equifax Fraud Alert, P.O. Box 105069 Atlanta, GA 30348-5069	Experian Fraud Alert, P.O. Box 9554, Allen, TX 75013	TransUnion Fraud Alert, P.O. Box 2000, Chester, PA 19016
Equifax Credit Freeze, P.O. Box 105788 Atlanta, GA 30348-5788	Experian Credit Freeze, P.O. Box 9554, Allen, TX 75013	TransUnion Credit Freeze, P.O. Box 160, Woodlyn, PA 19094

Additional Information

Consumers may further educate themselves regarding identity theft, fraud alerts, credit freezes, and the steps they can take to protect your personal information by contacting the consumer reporting bureaus, the Federal Trade Commission, or their state Attorney General. The Federal Trade Commission may be reached at: 600 Pennsylvania Avenue NW, Washington, D.C. 20580; www.identitytheft.gov; 1-877-ID-THEFT (1-877-438-4338); and TTY: 1-866-653-4261. The Federal Trade Commission also encourages those who discover that their information has been misused to file a complaint with them. Consumers can obtain further information on how to file such a complaint by way of the contact information listed above. Consumers have the right to file a police report if they ever experience identity theft or fraud. Please note that in order to file a report with law enforcement for identity theft, consumers will likely need to provide some proof that they have been a victim. Instances of known or suspected identity theft should also be reported to law enforcement and the relevant state Attorney General. This notice has not been delayed by law enforcement.

For District of Columbia residents, the District of Columbia Attorney General may be contacted at: 400 6th Street, NW, Washington, D.C. 20001; (202) 442-9828; and oag.dc.gov.

For Maryland residents, the Maryland Attorney General may be contacted at: 200 St. Paul Place, 16th Floor, Baltimore, MD 21202; 1-410-576-6300 or 1-888-743-0023; and <https://www.marylandattorneygeneral.gov/>.

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

For North Carolina residents, the North Carolina Attorney General may be contacted at: 9001 Mail Service Center, Raleigh, NC 27699-9001; 1-877-566-7226 or 1-919-716-6000; and www.ncdoj.gov.

For Rhode Island residents, the Rhode Island Attorney General may be reached at: 150 South Main Street, Providence, RI 02903; www.riag.ri.gov; and 1-401-274-4400. Under Rhode Island law, individuals have the right to obtain any police report filed in regard to this event. There are approximately 3 Rhode Island residents that may be impacted by this event.