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February 14, 2025

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

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

Re: Incident Notification

Dear Attorney General Brown:

We are writing on behalf of our client, Motion Picture Licensing Corporation (“MPLC”), to notify your office concerning a data security incident involving one Maryland resident. MPLC is a leading non-theatrical movie and TV licensing company.

MPLC identified suspicious activity involving an employee’s email account on September 19, 2024. As soon as MPLC became aware of the activity, immediate steps were taken to secure the email account involved and an investigation was launched. The investigation determined that certain emails and/or attachments were accessed by an unauthorized party. MPLC reviewed the emails and attachments involved, and determined an email or attachment contained the name and financial account information of one Maryland resident.

On February 10, 2025, MPLC mailed the notification via U.S. First-Class mail to the Maryland resident in accordance with Md. Code Ann., Com. Law § 14-3504. A copy of the notification is enclosed.

To reduce the risk of a similar incident from occurring in the future, MPLC has implemented additional security measures to enhance already existing cybersecurity protocols.

Please do not hesitate to contact me if you have any questions regarding this matter.

February 14, 2025

Page 2

Sincerely,

A handwritten signature in black ink that reads "David H. Potter". The signature is written in a cursive style with a large, stylized "D" and "P".

David H. Potter
Counsel



<<Name 1>> <<Name 2>>
<<Address 1>>
<<Address 2>>
<<City>><<State>><<Zip>>

Monday, February 3, 2025

<<CA Residents Only: Notice of Data Breach>>

Dear <<Name 1>><<Name 2>>:

We are writing to notify you that Motion Picture Licensing Corporation (“MPLC”) experienced a security incident that may have involved some of your information. This notice explains the incident, outlines the measures we have taken, and provides steps you can take in response.

What Happened?

We recently identified suspicious activity in our network’s email environment. As soon as we became aware of the activity, we took immediate steps to secure the email account involved and launched an investigation. Our investigation determined an unauthorized party accessed the email account between September 18 and 19, 2024, and that certain emails and/or attachments were accessed by an unauthorized party.

What Information Was Involved?

We reviewed the involved files, and determined an email or attachment contained your information such as your name and one or more of the following: <<data variables>>.

What You Can Do.

We take the privacy of information in our control seriously. For more information, as well as some additional steps you can take in response, please see the pages that follow this letter.

What We Are Doing.

We wanted to let you know this happened and assure you that we take this seriously. Following the incident, we have implemented additional security measures to enhance our existing cybersecurity protocols.

For More Information.

We regret this incident occurred and apologize for any inconvenience. If you have any questions, please contact Mr. Adam Winokur at awinokur@mplc.com or by phone at (800) 462-8855, Monday through Friday, 9:00 a.m. to 6:00 p.m., Pacific Time.

Sincerely,

Stephanie Maldonado | Director of Operations
Motion Picture Licensing Corporation

ADDITIONAL STEPS YOU CAN TAKE

We remind you it is always advisable to be vigilant for incidents of fraud or identity theft by reviewing your account statements and free credit reports for any 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 companies. To order your annual free credit report, please visit www.annualcreditreport.com or call toll free at 1-877-322-8228. Contact information for the three nationwide credit reporting companies is as follows:

- *Equifax*, PO Box 740241, Atlanta, GA 30374, www.equifax.com, 1-888-378-4329
- *Experian*, PO Box 2002, Allen, TX 75013, www.experian.com, 1-888-397-3742
- *TransUnion*, PO Box 1000, Chester, PA 19016, www.transunion.com, 1-800-916-8800

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 can obtain information from these sources about steps an individual can take to avoid identity theft as well as information about fraud alerts and security freezes. You should also contact your local law enforcement authorities and file a police report. Obtain a copy of the police report in case you are asked to provide copies to creditors to correct your records. Contact information for the Federal Trade Commission is as follows:

- *Federal Trade Commission*, Consumer Response Center, 600 Pennsylvania Avenue NW, Washington, DC 20580, 1-877-IDTHEFT (438-4338), www.identitytheft.gov

Fraud Alerts: There are two types of general fraud alerts you can place on your credit report to put your creditors on notice that you may be a victim of fraud—an initial alert and an extended alert. You may ask that an initial fraud alert be placed on your credit report if you suspect you have been, or are about to be, a victim of identity theft. An initial fraud alert stays on your credit report for one year. You may have an extended alert placed on your credit report if you have already been a victim of identity theft with the appropriate documentary proof. An extended fraud alert stays on your credit report for seven years.

To place a fraud alert on your credit reports, contact one of the nationwide credit bureaus. A fraud alert is free. The credit bureau you contact must tell the other two, and all three will place an alert on their versions of your report.

For those in the military who want to protect their credit while deployed, an Active Duty Military Fraud Alert lasts for one year and can be renewed for the length of your deployment. The credit bureaus will also take you off their marketing lists for pre-screened credit card offers for two years, unless you ask them not to.

Credit or Security Freezes: You have the right to put a credit freeze, also known as a security freeze, on your credit file, free of charge, which makes it more difficult for identity thieves to open new accounts in your name. That's because most creditors need to see your credit report before they approve a new account. If they can't see your report, they may not extend the credit.

How do I place a freeze on my credit reports? There is no fee to place or lift a security freeze. Unlike a fraud alert, you must separately place a security freeze on your credit file at each credit reporting company. For information and instructions to place a security freeze, contact each of the credit reporting agencies at the addresses below:

- **Experian Security Freeze**, PO Box 9554, Allen, TX 75013, www.experian.com
- **TransUnion Security Freeze**, PO Box 160, Woodlyn, PA 19094, www.transunion.com
- **Equifax Security Freeze**, PO Box 105788, Atlanta, GA 30348, www.equifax.com

You'll need to supply your name, address, date of birth, Social Security number and other personal information.

After receiving your freeze request, each credit bureau will provide you with a unique PIN (personal identification number) or password. Keep the PIN or password in a safe place. You will need it if you choose to lift the freeze.

How do I lift a freeze? A freeze remains in place until you ask the credit bureau to temporarily lift it or remove it altogether. If the request is made online or by phone, a credit bureau must lift a freeze within one hour. If the request is made by mail, then the bureau must lift the freeze no later than three business days after getting your request.

If you opt for a temporary lift because you are applying for credit or a job, and you can find out which credit bureau the business will contact for your file, you can save some time by lifting the freeze only at that particular credit bureau. Otherwise, you need to make the request with all three credit bureaus.

Motion Picture Licensing Corporation can be contacted by mail at 5140 W. Goldleaf Circle, Suite 103, Los Angeles, CA 90056 or by phone at (866) 552-6752.

Additional information for residents of Maryland: You may contact and obtain information from your state attorney general at: *Maryland Attorney General's Office*, 200 St. Paul Place, Baltimore, MD 21202, 1-888-743-0023 / 1-410-576-6300, www.marylandattorneygeneral.gov/