



MULLEN
COUGHLIN^{LLC}
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426 W. Lancaster Avenue, Suite 200
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February 24, 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 Mar-Bal, Inc. ("Mar-Bal"), located at 10095 Queens Way, Chagrin Falls, Ohio 44023, and are writing to notify your Office of an incident that may affect the security of information relating to certain Maryland residents. This notice will be supplemented with any new significant facts learned subsequent to its submission. By providing this notice, Mar-Bal 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 August 22, 2024, Mar-Bal identified suspicious activity within certain computer systems. Mar-Bal quickly took steps to secure their network and launched an investigation into the nature and scope of the incident with the assistance of third-party cyber security specialists. Through this investigation, Mar-Bal determined that certain computer systems were subject to unauthorized access and files were taken from the Mar-Bal network between August 21, 2024 and August 22, 2024. As such, Mar-Bal undertook a comprehensive review of the contents of the involved systems in order to determine whether they contained any personal information and to whom the information belonged. While this investigation is ongoing, the review determined the information that could have been subject to unauthorized access for Maryland residents includes name, Social Security number, financial account information, and health insurance information.

Notice to Maryland Residents

On February 24, 2025, Mar-Bal provided written notice of this incident to two (2) 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 discovering the event, Mar-Bal moved quickly to investigate and respond to the incident, assess the security of Mar-Bal systems, and identify potentially affected individuals. Additionally, Mar-Bal notified federal law enforcement regarding the event and is also working to implement additional safeguards and training to its employees. As an added precaution, Mar-Bal is providing access to complimentary credit monitoring services for twelve (12) months, through Experian, to individuals whose personal information was potentially affected by this incident.

Further, the Mar-Bal is providing individuals with guidance on how to better protect against identity theft and fraud, including 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) 930-4637.

Very truly yours,

Gregory Lederman of
MULLEN COUGHLIN LLC

GCL/sph
Enclosure

EXHIBIT A



Return Mail Processing
PO Box 589
Claysburg, PA 16625-0589

February 24, 2025



M8714-L01-0000001 P001 T00001 *****SCH 5-DIGIT 12345

SAMPLE A SAMPLE - L01

APT ABC

123 ANY STREET

ANYTOWN, ST 12345-6789



NOTICE OF [Extra1]

Dear Sample A. Sample:

Mar-Bal, Inc. ("Mar-Bal") is writing to inform you of a recent event that may affect some of your information. Although we are unaware of any identity theft or fraud in relation to the event, we are providing you with information about the event, our response, and additional measures you can take to help protect your information, should you feel it appropriate to do so.

What Happened? On August 22, 2024, Mar-Bal identified suspicious activity within certain computer systems. We quickly took steps to secure our network and launched an investigation into the nature and scope of the activity. Through this investigation, we determined that certain computer systems were subject to unauthorized access and files were taken from the Mar-Bal network between August 21, 2024 and August 22, 2024.

What Information Was Involved? A review of the contents of the involved systems recently determined that the following types of information relating to you may have been affected: [Extra2]. Please note, we are not aware of any identity theft or fraud as a result of this incident and are notifying you out of an abundance of caution.

What We Are Doing. The confidentiality, privacy, and security of information in our care is among our highest priorities. Upon discovery of the suspicious activity, we quickly commenced an investigation to confirm the nature and scope of the event. We are reviewing existing security policies and implemented additional cybersecurity measures to further protect against similar events moving forward. We also reported this event to law enforcement.

As an added precaution, we are offering you immediate access to complimentary credit monitoring and identity theft protection services for ## months at no cost to you, through Experian. You can find information on how to enroll in these services in the enclosed *STEPS YOU CAN TAKE TO HELP PROTECT YOUR INFORMATION*. We encourage you to consider enrolling in these services as we are not able to do so on your behalf.

What You Can Do. We encourage you to remain vigilant against incidents of identity theft and fraud by reviewing your account statements and monitoring your free credit reports for suspicious activity and to detect errors. Please also review the information contained in the enclosed *STEPS YOU CAN TAKE TO HELP PROTECT YOUR INFORMATION*.

For More Information. We understand that you may have questions about this event that are not addressed in this letter. If you have additional questions, please call 1 (833) 931-4244 from 9:00 a.m. ET to 9:00 p.m. ET, Monday through Friday, excluding major U.S. holidays. We take this event very seriously and sincerely regret any inconvenience or concern this event may cause you.

Sincerely,

Scott Balogh, CEO
Mar-Bal, Inc.

ENGAGE#

0000001



M8714-L01

STEPS YOU CAN TAKE TO HELP PROTECT YOUR INFORMATION

Enroll in Monitoring Services

To help protect your identity, we are offering complimentary access to Experian IdentityWorksSM for ## months.

If you believe there was fraudulent use of your information as a result of this incident 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 ## 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 <https://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 ##-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 May 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) 931-4244 by May 30, 2025. 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 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 (1) free credit report annually from each of the three (3) major credit reporting bureaus, Equifax, Experian, and TransUnion. To order a free credit report, visit <http://www.annualcreditreport.com> or call, toll-free, 1 (877) 322-8228. Consumers may also directly contact the three (3) 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 one (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 (7) years. Should consumers wish to place a fraud alert, please contact any of the three (3) 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 (2) to five (5) 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 (3) 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/data-breach-help/
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 their 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; <https://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, the relevant state Attorney General, and the Federal Trade Commission. This notice has not been delayed by law enforcement.

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>. Mar-Bal is located at 10095 Queens Way, Chagrin Falls, Ohio 44023.

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 <https://www.ncdoj.gov>.

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