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March 3, 2025

VIA E-MAIL

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

Re: Notice of Data Event

To Whom It May Concern:

We represent Coast of Maine Brands (“Coast of Maine”) located at 145 Newbury St., Portland, ME 04101, and write to notify your office of an event that may affect the confidentiality of certain personal information relating to approximately two (2) Maryland residents. This notice may be supplemented if significant new facts are learned subsequent to its submission. By providing this notice, Coast of Maine 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 June 20, 2024, Coast of Maine became aware of unusual activity related to an employee’s email account. Coast of Maine immediately launched an investigation, with the assistance of third-party cyber security and digital forensics specialists, to determine the full scope and impact of this activity. It was determined that an unknown actor gained access to an employee’s email account for a limited period of time between June 11, 2024, and June 20, 2024, and may have downloaded a copy. In an abundance of caution, Coast of Maine conducted a comprehensive and time-intensive third-party review of the account to determine whether any personal information was contained within the account and, if so, to whom the information related. Once the third-party review was complete, Coast of Maine undertook a manual review of its internal records to identify contact information to provide notifications. Coast of Maine recently concluded this review.

The personal information present in the impacted email account during the event for Maryland residents includes name and payment card information.

Notice to Maryland Residents

On February 27, 2025, Coast of Maine provided written notice of this event to potentially affected individuals, including approximately two (2) Maryland residents. Written notice was 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 the event, Coast of Maine moved quickly to investigate and respond, assess the security of its email environment, and identify potentially affected individuals. Further, Coast of Maine is reporting the event to applicable regulators. Coast of Maine is also working to implement additional safeguards and training to its employees. Further, Coast of Maine provided access to credit monitoring services for 12 months through Experian, to individuals whose personal information was potentially affected by this event, at no cost to these individuals. Coast of Maine also established a dedicated assistance telephone line to address any questions or concerns from notified individuals.

Additionally, Coast of Maine provided potentially affected 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. Coast of Maine provided 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) 930-4776.

Very truly yours,



Edward J. Finn of
MULLEN COUGHLIN LLC

EJF/msz
Enclosure

EXHIBIT A



Coast of Maine
145 Newbury St
Portland, Maine 04101

[Customer Address Information]

February 27, 2025

NOTICE OF SECURITY INCIDENT

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

Coast of Maine Brands ("Coast of Maine") is writing to inform you of a recent event that may involve some of your information. Although at this time there is no indication that your information has been fraudulently misused in relation to this event, we are providing you with information about the event, our response to it, and additional measures you can take to protect your information, should you feel it appropriate to do so.

What Happened? On June 20, 2024, we learned of suspicious activity related to an employee's email account. We promptly launched an investigation to determine the nature and scope of the activity and what information may have been affected. The investigation determined that an unknown actor accessed the email account between June 11, 2024 and June 20, 2024.

We then performed a comprehensive review of the impacted account to determine what information was potentially affected, to whom the information related, and contact information for potentially impacted individuals. On or around December 9, 2024, we confirmed address information for affected individuals to provide notifications.

What Information Was Involved? Our investigation determined that at the time of the event, your name, [Data Elements] were contained in the impacted email account and may have been viewed or copied.

What We Are Doing. The confidentiality, privacy, and security of information are among our highest priorities, and we have security measures in place to protect information in our systems. Upon learning of the activity, we immediately took steps to further secure our email system and investigate the event.

While we are unaware of any fraudulent misuse of information because of this event, we are offering complimentary credit monitoring and identity restoration services through Experian for 12 months. Details of this offer and instructions on how to activate these services are enclosed with this letter.

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 for the next twelve to twenty-four months. Please also review the enclosed *Steps You Can Take to Protect Personal Information*, which contains information on what you can do to safeguard against possible misuse of your information should you feel it is appropriate to do so. You may also enroll in the complimentary credit monitoring services.

For More Information. If you have additional questions, please contact us at 207-879-1197 ext. 178, Monday through Friday (excluding U.S. holidays), during the hours of 9:00 a.m. to 5:00 p.m., Eastern Time. You may also write to Coast of Maine at 145 Newbury St., Portland, ME 04101.

Sincerely,

Coast of Maine

STEPS YOU CAN TAKE TO PROTECT PERSONAL INFORMATION

Enroll in Monitoring Services

To help protect your identity, we are offering complimentary access to Experian IdentityWorksSM for 12 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 12 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 12-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** [date] (Your code will not work after this date.)
- **Visit** the Experian IdentityWorks website to enroll: <https://www.experianidworks.com/credit>
- Provide your **activation code**: [code]

ADDITIONAL DETAILS REGARDING YOUR 12-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.

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-help
1-888-298-0045	1-888-397-3742	1-800-916-8800
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/](http://www.marylandattorneygeneral.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.