



MULLEN
COUGHLIN^{LLC}
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March 7, 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 Barrett-Jackson Holdings, LLC (“Barrett-Jackson”), located at 15555 North 79th Place, Suite A, Scottsdale, AZ 85260, and write to notify your office of an incident involving personal information relating to one (1) Maryland resident. The investigation into this matter is ongoing. By providing this notice, Barrett-Jackson 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.

Barrett-Jackson became aware of suspicious activity related to some of its computer systems. It promptly took steps to secure its systems and initiated an investigation. The investigation determined that certain files were copied from the system as part of a cyber incident on or around November 25, 2024. Barrett-Jackson has been working to review the relevant files to determine what information is present and to whom it relates. While this effort is ongoing, on or around February 7, 2025, it was determined that name and payment card data related to one (1) Maryland resident were in the relevant files. On March 7, 2025, Barrett-Jackson provided written notice of this incident to this individual. Written notice is being provided in substantially the same form as the letter attached here as ***Exhibit A***.

Barrett-Jackson has taken steps to promptly respond to this incident, including steps necessary to secure its systems and conduct an investigation to confirm the full nature and scope of the event. This investigation is ongoing. Barrett-Jackson is also working to implement additional safeguards. Additionally, as part of its notification, Barrett-Jackson is providing individuals with guidance on how to better protect against identity theft and fraud, as demonstrated in the attached ***Exhibit A***. Barrett-Jackson is also providing individuals with access to credit monitoring services for 12 months at no cost to the individual.

Should you have any questions regarding this notification or other aspects of the data event, please contact us at (267) 930-4773.

Mullen.law

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Very truly yours,

A handwritten signature in black ink, appearing to read 'M. Belton', with a long horizontal flourish extending to the right.

M. Alexandra Belton of
MULLEN COUGHLIN LLC

MABB/msz
Enclosure

EXHIBIT A

Barrett-Jackson Holdings, LLC c/
o Cyberscout
PO Box 1286
Dearborn, MI 48120-9998

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March 07, 2025

NOTICE OF DATA BREACH

Dear 

Barrett-Jackson Holdings, LLC (“Barrett-Jackson”) writes to make you aware of an incident involving some of your information. This letter includes information about the incident, our response, and steps you may take to help protect your personal information, should you feel it appropriate to do so.

What Happened? Barrett-Jackson became aware of suspicious activity related to some of our computer systems. We promptly took steps to secure our systems and initiated an investigation. The investigation determined that certain files were copied from the system as part of a cyber incident on or around November 25, 2024. We have been working to review the files to determine what information is present and to whom it relates. While this effort is ongoing, on or around February 7, 2025, we determined that your information was in the relevant files.

What Information Was Involved? Based on our investigation to date, we determined that your name and payment card information were present in the relevant files. At this time, we have no evidence of any actual or attempted identity theft arising from this incident.

What We Are Doing. In response to this incident, we took prompt steps to secure our computer environment and investigate the activity. We recognize the evolving nature of cyber security and will continue to evaluate and enhance our existing security measures. As an added precaution, we are offering you access to twelve months of complimentary credit monitoring services through TransUnion. Information on how to enroll in these services is included in the *Steps You Can Take to Help Protect Your Information* below.

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. We also encourage you to review the *Steps You Can Take to Help Protect Your Information* below and enroll in the complimentary credit monitoring services we are offering to you. Please note, for privacy reasons, we are not able to enroll you in these services. You will need to follow the enrollment instructions below to take advantage of these services.

For More Information. If you have additional questions, or need assistance, please call the toll free number at 1-800-405-6108 between the hours of 8:00 a.m. to 8:00 p.m. Eastern time, Monday through Friday, excluding holidays. You may also write to Barrett-Jackson Holdings, LLC, 15555 North 79th Place, Suite A, Scottsdale, AZ 85260.

Sincerely,
Barrett-Jackson Holdings, LLC

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Steps You Can Take To Help Protect Your Information

Enroll in Monitoring Services

In response to the incident, we are providing you with access to **Single Bureau Credit Monitoring/Single Bureau Credit Report/Single Bureau Credit Score** services at no charge. These services provide you with alerts for twelve months from the date of enrollment when changes occur to your credit file. This notification is sent to you the same day that the change or update takes place with the bureau. Finally, we are providing you with proactive fraud assistance to help with any questions that you might have or in event that you become a victim of fraud. These services will be provided by Cyberscout, a TransUnion company specializing in fraud assistance and remediation services.

To enroll in Credit Monitoring services at no charge, please log on to <https://bfs.cyberscout.com/activate> and follow the instructions provided. When prompted please provide the following unique code to receive services: [REDACTED]. In order for you to receive the monitoring services described above, you must enroll within 90 days from the date of this letter. The enrollment requires an internet connection and e-mail account and may not be available to minors under the age of 18 years of age. Please note that when signing up for monitoring services, you may be asked to verify personal information for your own protection to confirm your identity.

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.



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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/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, 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, 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 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.