

Karen Bridges
Direct Dial: 312.642.7127
E-mail: kbridges@mcdonaldhopkins.com

March 18, 2025

VIA E-MAIL (Idtheft@oag.state.md.us)

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

Re: Backyard Leisure Holdco, LLC – Incident Notification

To Whom It May Concern:

McDonald Hopkins PLC represents Leisure Time Products, LLC d/b/a Backyard Discovery (“Backyard”). Located in Pittsburg, Kansas¹ Backyard is a retail provider of outdoor home décor and furniture. I am writing to provide notification of an incident at Backyard that may affect the security of personal information of approximately three (3) Maryland residents. By providing this notice, Backyard does not waive any rights or defenses regarding the applicability of Maryland law or personal jurisdiction.

Backyard recently determined that, on or about November 9, 2024, an unauthorized party accessed its computer systems. Upon detecting the unauthorized activity, Backyard immediately contained the incident and commenced a thorough investigation. As part of its investigation, Backyard engaged leading cybersecurity experts to identify what personal information, if any, was involved.

After an extensive forensic investigation and internal review, Backyard discovered on or about February 19, 2025 that a limited number of files potentially acquired by the unauthorized party contained personal information pertaining to a limited number of individuals, such as full names, driver’s license numbers, passports, medical information, bank account numbers, and/or bank routing numbers. The elements of information varied per individual, and, for a limited number of individuals, Social Security numbers were also potentially involved.

Backyard has no evidence of any identity theft or financial fraud related to this incident. Nevertheless, out of an abundance of caution, Backyard wanted to inform you of the incident and to explain the steps that it is taking to help safeguard the affected residents against identity fraud.

¹ 3305 Airport Drive, Pittsburg, KS 66762

March 18, 2025

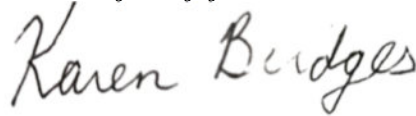
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Backyard is providing the affected residents with written notification of this incident commencing on or about March 17, 2025 in substantially the same form as the letter attached hereto. Backyard will advise the affected individuals to always remain vigilant in reviewing financial account statements for fraudulent or irregular activity on a regular basis. The affected individuals will also be provided with the contact information for the consumer reporting agencies and the Federal Trade Commission. Individuals whose Social Security numbers were involved will be provided a complimentary one-year membership with a credit monitoring service.

At Backyard, protecting the privacy of personal information is a top priority. Backyard is committed to maintaining the privacy of personal information in its possession and has taken many precautions to safeguard it. Backyard continually evaluates and modifies its practices to enhance the security and privacy of the personal information it maintains.

If you have any additional questions, please contact me at (312) 642-7127 or kbridges@mcdonaldhopkins.com.

Very truly yours,

A handwritten signature in dark ink that reads "Karen Bridges". The signature is written in a cursive, flowing style.

Karen Bridges

KB/efg

Exhibit A



March 17, 2025

IMPORTANT INFORMATION PLEASE REVIEW CAREFULLY

Dear [REDACTED]:

We are writing with important information regarding a recent security incident at Backyard Discovery involving some of your information. We wanted to provide you with information about the incident, explain the services we are making available to you, and let you know that we continue to take significant measures to protect your information.

What Happened?

On or about November 9, 2024, an unauthorized party acquired a limited number of electronic files from our computer systems.

What We Are Doing.

Upon detecting the unauthorized activity, we immediately contained the incident and commenced an immediate and thorough investigation. As part of our investigation, we engaged leading cybersecurity experts to identify what personal information, if any, was involved.

What Information Was Involved?

After an extensive forensic investigation and internal review, we discovered on or about February 19, 2025, that one or more of the files potentially acquired by the unauthorized party may have contained your [REDACTED].

What You Can Do.

We have no evidence of any identity theft or financial fraud as a direct result of this incident. However, out of an abundance of caution to protect you from potential misuse of your information, we are offering complimentary access to Experian IdentityWorksSM Credit 3B for 12 months. For more information on identity theft prevention and Experian IdentityWorks, including instructions on how to activate your complimentary 12-month membership, please see the additional information provided in this letter.

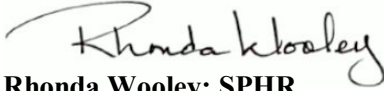
This letter also provides other precautionary measures you can take to protect your personal information, including placing a Fraud Alert and/or Security Freeze on your credit files, and/or obtaining a free credit report. Additionally, you should always remain vigilant in reviewing your financial account statements and credit reports for fraudulent or irregular activity on a regular basis.

For More Information.

Please accept our apologies that this incident occurred. We are committed to maintaining the privacy of personal information in our possession and have taken many precautions to safeguard it. We continually evaluate and modify our practices and internal controls to enhance the security and privacy of your personal information.

If you have any further questions regarding this incident, please call our dedicated and confidential toll-free response line that we have set up to respond to questions at 1 (888) 686-4379. This response line is staffed with professionals familiar with this incident and knowledgeable on what you can do to help protect against potential misuse of your information. The response line is available Monday through Friday, 9:00am - 7:00pm Eastern Time.

Sincerely,

A handwritten signature in black ink that reads "Rhonda Wooley". The signature is fluid and cursive, with the first name "Rhonda" and last name "Wooley" clearly distinguishable.

Rhonda Wooley; SPHR

Director of Human Resources

Backyard Discovery

3305 Airport Drive,

Pittsburg, KS 66762

620-232-2400

A solid black rectangular redaction mark, likely covering a signature or name.

– OTHER IMPORTANT INFORMATION –

1. Enrolling in Complimentary 12 months Credit Monitoring

To help protect your identity, we are offering complimentary access to Experian IdentityWorks 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 [REDACTED] (Enrollments must occur by no later than 5:59pm CT. Your code will not work after this date.)
- **Visit** the Experian IdentityWorks website to enroll: [REDACTED]
- Provide your **activation code**: [REDACTED]

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 [REDACTED] Monday through Friday from 8 am – 8 pm CST by 04/16/2025. Be prepared to provide engagement number [REDACTED] as proof of eligibility for the Identity Restoration services by Experian.

ADDITIONAL DETAILS REGARDING YOUR 12-MONTH EXPERIAN IDENTITYWORKS CREDIT 3B 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, Equifax and Transunion files for indicators of fraud.
- **Identity Restoration:** Identity Restoration specialists are immediately available to help you address credit and non-credit related fraud.
- **Experian IdentityWorks ExtendCARE™:** 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.

2. Placing a Fraud Alert.

Whether or not you choose to use the complimentary 12-month credit monitoring services, we recommend that you place an initial one-year “Fraud Alert” on your credit files, at no charge. A fraud alert tells creditors to contact you personally before they open any new accounts. To place a fraud alert, call any one of the three major credit bureaus at the numbers listed below. As soon as one credit bureau confirms your fraud alert, they will notify the others.

Equifax

P.O. Box 105069
Atlanta, GA 30348-5069
<https://www.equifax.com/personal/credit-report-services/credit-fraud-alerts/>
(800) 525-6285

Experian

P.O. Box 9554
Allen, TX 75013
<https://www.experian.com/fraud/center.html>
(888) 397-3742

TransUnion

Fraud Victim Assistance Department
P.O. Box 2000
Chester, PA 19016-2000
<https://www.transunion.com/fraud-alerts>
(800) 680-7289

3. Consider Placing a Security Freeze on Your Credit File.

If you are very concerned about becoming a victim of fraud or identity theft, you may request a “Security Freeze” be placed on your credit file at no cost. A security freeze prohibits, with certain specific exceptions, the consumer reporting agencies from releasing your credit report or any information from it without your express authorization. You may place a security freeze on your credit report by sending a request in writing, by mail, to all three nationwide credit reporting companies. To find out more on how to place a security freeze, you can use the following contact information:

Equifax Security Freeze

P.O. Box 105788
Atlanta, GA 30348-5788
<https://www.equifax.com/personal/credit-report-services/credit-freeze/>
(888)-298-0045

Experian Security Freeze

P.O. Box 9554
Allen, TX 75013
<http://experian.com/freeze>
(888) 397-3742

TransUnion Security Freeze

P.O. Box 160
Woodlyn, PA 19094
<https://www.transunion.com/credit-freeze>
(888) 909-8872

In order to place the security freeze, 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 reporting company will send you a confirmation letter containing 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.

If you do place a security freeze prior to enrolling in the credit monitoring service as described above, you will need to remove the freeze in order to sign up for the credit monitoring service. After you sign up for the credit monitoring service, you may refreeze your credit file.

4. Obtaining a Free Credit Report.

Under federal law, you are entitled to one free credit report every 12 months from each of the above three major nationwide credit reporting companies. Call **1-877-322-8228** or request your free credit reports online at **www.annualcreditreport.com**. Once you receive your credit reports, review them for discrepancies. Identify any accounts you did not open or inquiries from creditors that you did not authorize. Verify all information is correct. If you have questions or notice incorrect information, contact the credit reporting company.

5. Additional Helpful Resources.

Even if you do not find any suspicious activity on your initial credit reports, the Federal Trade Commission (FTC) recommends that you check your credit reports periodically. Checking your credit report periodically can help you spot problems and address them quickly.

If you find suspicious activity on your credit reports or have reason to believe your information is being misused, call your local law enforcement agency and file a police report. Be sure to obtain a copy of the police report, as many creditors will want the information it contains to absolve you of the fraudulent debts. You may also file a complaint with the FTC by contacting them on the web at www.ftc.gov/idtheft, by phone at 1-877-IDTHEFT (1-877-438-4338), or by mail at Federal Trade Commission, Consumer Response Center, 600 Pennsylvania Avenue, NW, Washington, DC 20580. Your complaint will be added to the FTC's Identity Theft Data Clearinghouse, where it will be accessible to law enforcement for their investigations. In addition, you may obtain information from the FTC about fraud alerts and security freezes.

California Residents: Visit the California Office of Privacy Protection (www.oag.ca.gov/privacy) for additional information on protection against identity theft. Office of the Attorney General of California, 1300 I Street, Sacramento, CA 95814, Telephone: 1-800-952-5225.

Maryland Residents: You may obtain information about avoiding identity theft from the Maryland Attorney General's Office: Office of the Attorney General of Maryland, Consumer Protection Division, 200 St. Paul Place, Baltimore, MD 21202, <https://www.marylandattorneygeneral.gov/>, Telephone: 888-743-0023.

Massachusetts Residents: Under Massachusetts law, you have the right to obtain a police report in regard to this incident. If you are the victim of identity theft, you also have the right to file a police report and obtain a copy of it.

New York Residents: You may obtain information about preventing identity theft from the New York Attorney General's Office: Office of the Attorney General, The Capitol, Albany, NY 12224-0341; <https://ag.ny.gov/consumer-frauds-bureau/identity-theft>; Telephone: 800-771-7755.

North Carolina Residents: You may obtain information about preventing identity theft from the North Carolina Attorney General's Office: Office of the Attorney General of North Carolina, Consumer Protection Division, 9001 Mail Service Center, Raleigh, NC 27699-9001, www.ncdoj.gov/, Telephone: 877-566-7226 (Toll-free within North Carolina), 919-716-6000.

Oregon Residents: You may obtain information about preventing identity theft from the Oregon Attorney General's Office: Oregon Department of Justice, 1162 Court Street NE, Salem, OR 97301-4096, www.doj.state.or.us/, Telephone: 877-877-9392.

