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Admitted in: California, Texas

March 19, 2025

Office of the Attorney General
Attn: Security Breach Notification
200 St. Paul Place
Baltimore, MD 21202
Email: Idtheft@oag.state.md.us

RE: Notice of Security Incident

To Whom It May Concern:

We are writing to notify your office of a recent security incident on behalf of our client, OBI Seafoods, LLC ("OBI") that involves the personal information of certain current and former workers and vendors of OBI and Ocean Beauty Seafoods, LLC ("OBS"). OBI determined that the incident involved the personal information of 17 Maryland residents.

On or around August 16, 2024, OBI became aware of a security incident impacting a portion of its environment. Upon detection, OBI immediately took steps to secure its systems and engaged external cybersecurity specialists to assist with the investigation. OBI also notified federal law enforcement of the incident. Through the investigation, OBI determined that information related to current and former workers and vendors of OBI or OBS may be involved.

The information involved in this incident varies depending on the individual and their relationship with OBI and OBS.

For current or former vendor of OBI or OBS, a Taxpayer ID and/or Social Security number may be involved if that information was provided to OBI or OBS.

For individuals who have had a work relationship with OBI or OBS (e.g., as a current or former employee), the potentially involved information includes an individual's name, address, demographic information, Social Security number, date of birth, medical information, health insurance and claims information, government identifiers (e.g., driver's license), and bank account information. Additionally, if an individual provided OBI or OBS with information about their dependents and beneficiaries, that information might also have been affected.

OBI initially provided proactive notice of the incident to current employees of OBS and OBI via letter on November 14, 2024, which included an offer for complimentary credit monitoring services. Once the investigation was completed, OBI began formally notifying individuals on March 12, 2025, through website and media notices.

A call center is currently open and available to address any questions individuals may have. OBI is also in process of providing notice to affected individuals whose address information was available via U.S. letter mail. Additionally, OBI is offering 24 months of complimentary credit monitoring and identity protection services to individuals whose Social Security Number, Taxpayer ID, Driver's License, or State Identification Number may be involved in this incident.

Attached as **Exhibit A** is sample of the consumer notification letter for your reference. Should you have any questions or concerns about this matter, please do not hesitate to contact me using the information provided below.

Sincerely,



Sadia Mirza
Direct: 949.622.2786
Email: sadia.mirza@troutman.com

EXHIBIT A



Secure Processing Center
25 Route 111, P.O. Box 1048
Smithtown, NY 11787

Postal Endorsement Line

<<Full Name>>

<<Address 1>>

<<Address 2>>

<<Address 3>>

<<City>>, <<State>> <<Zip>>

<<Country>>

***Postal IMB Barcode

<Date>

Notice of Data Breach

Dear <<Full Name>>,

OBI Seafoods, LLC ("OBI") is writing to inform you of a recent security incident that involved personal information related to certain current and former workers and vendors of OBI and Ocean Beauty Seafoods, LLC ("OBS").

While we are unaware of any reports of fraud or identity theft as a result of this incident, we encourage you to read this notice carefully as it contains information regarding the incident and steps you can take to safeguard your personal information.

What Happened?

On or around August 16, 2024, OBI became aware of a security incident impacting a portion of its environment. Upon detection, OBI immediately took steps to secure its systems and engaged external cybersecurity specialists to assist with the investigation. OBI also notified federal law enforcement of the incident. Through the investigation, OBI determined that information related to current and former workers and vendors of OBI or OBS may be involved.

What Information Was Involved?

OBI maintains information relating to both OBI and OBS workers and vendors. Although the information involved varies depending on each individual and their relationship with OBI or OBS, after reviewing our records, we have determined the following information is involved: your name and <<Breached Elements>>.

For current and former workers, it is possible that OBI maintained data regarding your dependents and beneficiaries if that information was provided to OBI or OBS. To confirm whether their information may be involved, we encourage you to call our call center at 855-659-0091, Monday through Friday from 6:00am through 6:00pm Pacific Time. Additionally, please be aware that your dependents and beneficiaries may receive a letter in the mail. This letter is legitimate and relates to the same incident we are notifying you about.

What Are We Doing?

The confidentiality, privacy, and security of information maintained by Ocean Beauty remains our top priority. Upon discovery, we moved quickly and diligently to investigate the incident, ensure the security of our systems, and identify whose information may be involved.

OBI is offering complimentary credit monitoring and identity protection services to individuals whose Social Security Number, Taxpayer ID, Driver's License, or State Identification Number may be involved in this incident.

We strongly encourage you to review the steps outlined in this letter to protect your information and sign up for the services offered. Cybersecurity is an ongoing concern for everyone, as companies worldwide face cybersecurity threats. Individuals can better protect themselves by following the steps below.

What Can You Do?

OBI encourages you to consider the following recommendations to protect your personal information:

1. **Enroll in Complimentary Credit Monitoring and Identity Protection Services.** We have arranged for Experian to provide individuals whose Social Security Number, Taxpayer ID, Driver's License, or State Identification Number may have been impacted by this incident with access to Experian IdentityWorksSM for 24 months. This service provides access to the following:
 - **Credit Monitoring:** This service actively monitors Experian, Equifax and Transunion files for indicators of fraud.
 - **Identity Restoration:** This service provides Identity Restoration specialists available to help you address credit and non-credit related fraud.
 - **Identity Theft Insurance:** Identity theft insurance will reimburse you for expenses associated with restoring your identity should you become a victim of identity theft. If your identity is compromise, the policy provides coverage for up to \$1,000,000.

Enrollment Instructions: Using your unique activation code, <<Activation Code>>, you may enroll in the service in two ways:

- **Online:** Visit www.experianidworks.com/3bcredit and follow the instructions to enroll. Please note that you will be asked to create an account.
- **By Phone:** Contact Experian's customer care team at 1-877-288-8057.

Ensure that you **enroll by June 30, 2025**. The provided code will not work after this date. Be prepared to provide engagement number **B142093** as proof of eligibility for the Identity Restoration services by Experian.

2. **Review Your Accounts for Suspicious Activity.** We encourage you to remain vigilant by regularly reviewing your accounts and monitoring credit reports for suspicious activity.
3. **Order A Credit Report.** If you are a U.S. resident, you are entitled under U.S. law to one free credit report annually from each of the three nationwide consumer reporting agencies. To order your free credit report, visit www.annualcreditreport.com or call toll-free at 1-877-322-8228. If you discover information on your credit report arising from a fraudulent transaction, you should request that the credit reporting agency delete that information from your credit report file. Contact information for the nationwide credit reporting agencies is provided in the next section.
4. **Contact the Federal Trade Commission, Law Enforcement, and Credit Bureaus.** You may contact the Federal Trade Commission ("FTC"), your state's Attorney General's office, or law enforcement, to report incidents of identity theft or to learn about steps you can take to protect yourself from identity theft. To learn more, you can go to the FTC's websites at www.identitytheft.gov and www.ftc.gov/idtheft; call the FTC at (877) IDTHEFT (438-4338); or write to: FTC Consumer Response Center, 600 Pennsylvania Avenue, NW, Washington, DC 20580. You may contact the nationwide reporting agencies at:

Equifax	Experian	TransUnion
P.O. Box 740241 Atlanta, Georgia, 30374	P.O. Box 9701 Allen, TX 75013	P.O. Box 2000 Chester, PA 19022
www.equifax.com 1-800-525-6285	www.experian.com 1-888-397-3742	www.transunion.com 1-800-916-8800

5. **Additional Rights Under the FCRA.** You have rights pursuant to the Fair Credit Reporting Act, such as the right to be told if information in your credit file has been used against you, the right to know what is in your credit file, the right to ask for your credit score, and the right to dispute incomplete or inaccurate information. Further, pursuant to the Fair Credit Reporting Act, the consumer reporting agencies must correct or delete inaccurate, incomplete, or unverifiable information; consumer reporting agencies may not report outdated negative information; access to your file is limited; you must give your consent for credit reports to be provided to employers; you may limit “prescreened” offers of credit and insurance you get based on information in your credit report; and you may seek damages from violators. You may have additional rights under the Fair Credit Reporting Act not summarized here.

Identity theft victims and active-duty military personnel have specific additional rights pursuant to the Fair Credit Reporting Act. We encourage you to review your rights pursuant to the Fair Credit Reporting Act by: (i) visiting https://files.consumerfinance.gov/f/documents/bcfp_consumer-rights-summary_2018-09.pdf; or (ii) by writing to Consumer Financial Protection Bureau, 1700 G Street, N.W., Washington, DC 20552.

6. **Request Fraud Alerts and Security Freezes.** You may obtain additional information from the FTC and the credit reporting agencies about fraud alerts and security freezes. You can add a fraud alert to your credit report file to help protect your credit information. A fraud alert can make it more difficult for someone to get credit in your name because it tells creditors to follow certain procedures to protect you, but it also may delay your ability to obtain credit. You may place a fraud alert in your file by calling just one of the three nationwide credit reporting agencies listed above. As soon as that agency processes your fraud alert, it will notify the other two agencies, which then must also place fraud alerts in your file.

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 Fraud Alert	Experian Fraud Alert	TransUnion Fraud Alert
P.O. Box 105069 Atlanta, GA 30348 https://www.equifax.com/personal/credit-report-services/credit-fraud-alerts/ (800) – 525-6285	P.O. Box 9554 Allen, TX 75013 https://www.experian.com/fraud/center.html (888) 397-3742	P.O. Box 2000 Chester, PA 19016 https://www.transunion.com/fraud-alerts (888)-909-8872

In addition, you can contact the nationwide credit reporting agencies at the following numbers to place a security freeze at no cost to you:

Equifax Security Freeze	Experian Security Freeze	TransUnion Security Freeze
P.O. Box 105788 Atlanta, GA 30348 https://www.equifax.com/personal/credit-report-services/credit-freeze/ 1-888-298-0045	P.O. Box 9554 Allen, TX 75013 http://experian.com/freeze 1-888-397-3742	P.O. Box 160 Woodlyn, PA 19094 http://www.transunion.com/credit-freeze 1-888-916-8800

Placing a security freeze prohibits the agency from releasing any information about your credit report without your written authorization. Security freezes must be placed separately at each of the three nationwide credit reporting agencies. When requesting a security freeze, you may need to provide the following information:

- Your full name, with middle initial as well as Jr., Sr., II, etc.
- Social Security number
- Date of birth
- Current address and all addresses for the past two years
- Proof of current address, such as a current utility bill or telephone bill
- Legible copy of a government-issued identification card, such as a state driver's license, state identification card, or military identification.

After receiving your request, each agency will send you a confirmation letter containing a unique PIN or password that you will need to lift or remove the freeze. You should keep the PIN or password in a safe place.

If your personal information has been used to file a false tax return, to open an account or to attempt to open an account in your name or to commit fraud or other crimes against you, you may file a police report in the City in which you currently reside.

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.

Other Important Information.

1. **For California Residents.** Visit the California Office of Privacy Protection (www.oag.ca.gov/privacy) for additional information on protection against identity theft.
2. **For Iowa Residents.** You may contact law enforcement or the Iowa Attorney General's Office to report suspected incidents of identity theft: Office of the Attorney General of Iowa, Consumer Protection Division, Hoover State Office Building, 1305 East Walnut Street, Des Moines, IA 50319, www.iowaattorneygeneral.gov, Telephone: 515-281-5164.
3. **For Maryland Residents.** You can obtain information about avoiding identity theft from the Maryland Attorney General at: Maryland Office of the Attorney General Consumer Protection Division, 200 St. Paul Place, Baltimore, MD 21202, (888) 743-0023 (toll-free in Maryland), www.marylandattorneygeneral.gov. OBI can be contacted at 206 285-6800 and 1100 West Ewing Street, Seattle, WA 98119.
4. **For Massachusetts Residents.** You have the right to obtain a police report and request a security freeze (without any charge) as described above.
5. **For New York Residents.** You may contact and obtain information from these state agencies: New York Department of State Division of Consumer Protection, One Commerce Plaza, 99 Washington Ave., Albany, NY 12231-0001, 518-474- 8583 / 1-800-697-1220, <http://www.dos.ny.gov/consumerprotection>; and New York State Office of the Attorney General, The Capitol, Albany, NY 12224-0341, 1-800-771-7755, <https://ag.ny.gov>.
6. **For North Carolina Residents.** You can obtain information about avoiding identity theft from the North Carolina Attorney General at: North Carolina Attorney General's Office 9001 Mail Service Center, Raleigh, NC 27699-9001, (877) 566-7226 (toll-free in North Carolina), (919) 716-6400, www.ncdoj.gov.
7. **For Residents of Oregon.** You may report suspected identity theft to law enforcement, including the Office of the Oregon Attorney General and the FTC. Contact information for the FTC is included in your notice. The Office of the Oregon Attorney General can be reached: (1) by mail at 1162 Court St. NE, Salem, OR 97301; (2) by phone at (877) 877-9392; or (3) online at <https://www.doj.state.or.us/>
8. **For Rhode Island Residents.** You can obtain information about avoiding identity theft from the Rhode Island Office of the Attorney General at: Rhode Island Office of the Attorney General, Consumer Protection Unit 150, South Main Street, Providence, RI 02903, (401)-274-4400, www.riag.ri.gov. You have the right to obtain a police report, and to request a security freeze (charges may apply), as described above. Information pertaining to 5 Rhode Island residents was potentially involved in this incident.
9. **For Washington, D.C. Residents.** You can obtain information about avoiding identity theft from the Office of the Attorney General for the District of Columbia at: Office of the Attorney General for the District of Columbia, 400 6th Street NW, Washington, D.C. 20001, (202)-727-3400, www.oag.dc.gov. You have the right to request a security freeze (without any charge) as described above.

For More Information.

We sincerely regret any inconvenience or concern this event may cause you. If individuals have any questions relating to this incident, they are encouraged to contact our dedicated, toll-free number set up for this incident at 855-659-0091, Monday through Friday from 6:00am through 6:00pm Pacific Time.

Sincerely,

OBI Seafoods, LLC