

Appendix

On July 16, 2020, Kent Place School was notified by Blackbaud of a ransomware attack on Blackbaud's network that the company discovered in May of 2020. Blackbaud is a cloud-based software company that provides services to thousands of schools, hospitals, and other non-profits. Blackbaud reported that it conducted an investigation, determined that backup files containing information from some of its clients had been taken from its network, and an attempt was made to encrypt files to convince Blackbaud to pay a ransom. Blackbaud paid a ransom and obtained confirmation that the stolen files had been destroyed. Blackbaud also reported that it has been working with law enforcement.

Upon learning of the incident from Blackbaud, Kent Place School conducted its own investigation of the Blackbaud services used by Kent Place School and the information provided by Blackbaud to determine what information was involved in the incident. Initially, Blackbaud informed Kent Place School that the fields in the database backups containing personal information were encrypted and not accessible by the unauthorized individual. However, Blackbaud's further investigation determined that was not the case, and informed Kent Place School of their updated findings on September 29, 2020. On October 14, 2020, Kent Place School determined that the backup files contained certain information pertaining to two Maine residents, including the residents' names and Social Security numbers.

Beginning today, December 31, 2020, Kent Place School is providing written notice to the Maine residents by mailing letters via United States Postal Service First-Class mail.¹ A sample copy of the notification letter is enclosed. Kent Place School is offering the Maine residents a complimentary membership to credit monitoring and identity theft prevention services. Kent Place School has also established a dedicated phone number where the individuals may obtain more information regarding the incident.

Blackbaud has informed Kent Place School that they identified and fixed the vulnerability associated with this incident, implemented several changes that will better protect data and are undertaking additional efforts to improve the security of its environment through enhancements to access management, network segmentation, and deployment of additional endpoint and network-based platforms.

¹ This report does not waive Kent Place School's objection that Maine lacks personal jurisdiction over it related to any claims that may arise from this incident.

KENT PLACE SCHOOL

<<Date>> (Format: Month Day, Year)

<<first_name>> <<middle_name>> <<last_name>> <<suffix>>
<<address_1>>
<<address_2>>
<<city>>, <<state_province>> <<postal_code>>
<<country >>

Dear <<first_name>> <<middle_name>> <<last_name>> <<suffix>>,

Kent Place School is writing to notify you of a data security incident that occurred at one of our vendors, Blackbaud, Inc. ("Blackbaud"). This notice explains the incident and measures taken in response.

What happened?

Blackbaud is a cloud-based software company that provides services to thousands of schools, hospitals, and other non-profits. As outlined in our previous communication to you, on July 16, 2020, Blackbaud informed us and many other institutions that it had discovered an attempted ransomware attack on Blackbaud's network in May 2020. Blackbaud reported that it conducted an investigation, determined that backup files containing information from its clients had been taken from its network, and an attempt was made to encrypt files to convince Blackbaud to pay a ransom. Blackbaud paid a ransom and obtained confirmation that the files that had been removed had been destroyed. The time period of unauthorized access was between February 7 to May 20, 2020. Blackbaud reported that it was working with law enforcement. Initially, Blackbaud informed us that the fields in the database backups containing personal information were encrypted and not accessible by the unauthorized individual. However, Blackbaud's further investigation determined that was not the case and informed us of their updated findings on September 29, 2020.

Blackbaud found an archived backup file from approximately 15 years ago that contained unencrypted information that they did not erase. We were unaware that Blackbaud was still in possession of our archived data. As part of Kent Place's best practice in data management the school removed all Social Security numbers from our databases and stopped the collection of this data in the Admission process in 2007. After becoming aware of Blackbaud's failure to delete this old backup, they identified the individuals whose information may have been involved and determined on October 14, 2020, that the backup file contained information pertaining to you.

What information was involved?

The backup file involved contained your name and Social Security number. Blackbaud has assured us that the backup file has been destroyed by the unauthorized individual and there is no reason to believe any data was or will be misused or will be disseminated or otherwise made available publicly.

What you can do.

Even though we have no evidence that your personal information has been misused, we wanted to let you know this happened and assure you we take it very seriously. As a precaution, Blackbaud is offering you a complimentary membership to Identity Monitoring and Fraud Resolution services for two years. This product provides you with identity detection and resolution of identity theft. These services are completely free to you and enrolling in this program will not hurt your credit score. **For more information on the Identity Monitoring and Fraud Resolution services, including instructions on how to activate your complimentary two-year membership, as well as some additional steps you can take in response, please see the additional information provided in the following pages.**

What Is Blackbaud Doing About It.

We are notifying you of this incident and sharing the steps that Blackbaud has taken in response. Blackbaud has informed us that they identified and fixed the vulnerability associated with this incident, implemented several changes that will better protect your data from any subsequent incidents, and are undertaking additional efforts to harden their environment through enhancements to access management, network segmentation, and deployment of additional endpoint and network-based platforms.

For more information.

We are deeply upset by this breach of trust from Blackbaud, a longtime partner and esteemed leader in educational data management. We regret that this occurred and acknowledge that this news is distressing. We are committed to providing you support should you need it. A dedicated call center has been established to answer any questions you may have regarding the incident. Should you have any further questions or concerns regarding this matter please contact call 1-833-971-3261, between 8:00 am and 5:30 pm Central Time Monday through Friday, excluding major US holidays.

Sincerely,



Kimberly Pearson
Director of Technology
Kent Place School

Information about Identity Monitoring and Fraud Resolution Services

How do I enroll for the free services?

To enroll in Credit Monitoring services at no charge, please navigate to:

[https://www.cyberscouthq.com/epiq263?ac=\[REDACTED\]](https://www.cyberscouthq.com/epiq263?ac=[REDACTED])

If prompted, please provide the following unique code to gain access to services:

[REDACTED]

Once registered, you can access Monitoring Services by selecting the “Use Now” link to fully authenticate your identity and activate your services. **Please ensure you take this step to receive your alerts.**

In order for you to receive the monitoring services described above, you must enroll within 90 days from the date of this letter.

Additional Information about Identity Monitoring and Fraud Resolution Services

We are providing you with access to **Single Bureau Credit Monitoring*** services at no charge. Services are for 24 months from the date of enrollment. When changes occur to your Experian credit file, notification is sent to you the same day the change or update takes place with the bureau. In addition, we are providing you with proactive fraud assistance to help with any questions you might have. In the event you become a victim of fraud you will also have access remediation support from a CyberScout Fraud Investigator. In order for you to receive the monitoring service described above, you must enroll within 90 days from the date of this letter.

Proactive Fraud Assistance. For sensitive breaches focused on customer retention, reputation management, or escalation handling, CyberScout provides unlimited access during the service period to a fraud specialist who will work with enrolled notification recipients on a one-on-one basis, answering any questions or concerns that they may have.

Proactive Fraud Assistance includes the following features:

- Fraud specialist-assisted placement of fraud alert, protective registration, or geographical equivalent, in situations where it is warranted.
- After placement of a Fraud Alert, a credit report from each of the three (3) credit bureaus is made available to the notification recipient (United States only).
- Assistance with reading and interpreting credit reports for any possible fraud indicators.
- Removal from credit bureau marketing lists while Fraud Alert is active (United States only).
- Answering any questions individuals may have about fraud.
- Provide individuals with the ability to receive electronic education and alerts through email. (Note that these emails may not be specific to the recipient’s jurisdiction/location.)

Identity Theft and Fraud Resolution Services. Resolution services are provided for enrolled notification recipients who fall victim to an identity theft as a result of the applicable breach incident. ID Theft and Fraud Resolution includes, but is not limited to, the following features:

- Unlimited access during the service period to a personal fraud specialist via a toll-free number.
- Creation of Fraud Victim affidavit or geographical equivalent, where applicable.
- Preparation of all documents needed for credit grantor notification, and fraud information removal purposes.
- All phone calls needed for credit grantor notification, and fraud information removal purposes.
- Notification to any relevant government and private agencies.
- Assistance with filing a law enforcement report.
- Comprehensive case file creation for insurance and law enforcement.
- Assistance with enrollment in applicable Identity Theft Passport Programs in states where it is available and in situations where it is warranted (United States only).
- Assistance with placement of credit file freezes in states where it is available and in situations where it is warranted (United States only); this is limited to online-based credit freeze assistance.
- Customer service support for individuals when enrolling in monitoring products, if applicable.
- Assistance with review of credit reports for possible fraudulent activity.
- Unlimited access to educational fraud information and threat alerts. (Note that these emails may not be specific to the recipient’s jurisdiction/location.)

ADDITIONAL STEPS YOU CAN TAKE

We remind you it is always advisable to be vigilant for incidents of fraud or identity theft by reviewing your account statements and free credit reports for any unauthorized activity. You may obtain a copy of your credit report, free of charge, once every 12 months from each of the three nationwide credit reporting companies. To order your annual free credit report, please visit www.annualcreditreport.com or call toll free at 1-877-322-8228. Contact information for the three nationwide credit reporting companies is as follows:

- *Equifax*, PO Box 740241, Atlanta, GA 30374, www.equifax.com, 1-800-685-1111
- *Experian*, PO Box 2002, Allen, TX 75013, www.experian.com, 1-888-397-3742
- *TransUnion*, PO Box 2000, Chester, PA 19016, www.transunion.com, 1-800-916-8800

If you believe you are the victim of identity theft or have reason to believe your personal information has been misused, you should immediately contact the Federal Trade Commission and/or the Attorney General's office in your state. You can obtain information from these sources about steps an individual can take to avoid identity theft as well as information about fraud alerts and security freezes. You should also contact your local law enforcement authorities and file a police report. Obtain a copy of the police report in case you are asked to provide copies to creditors to correct your records. Contact information for the Federal Trade Commission is as follows:

- *Federal Trade Commission*, Consumer Response Center, 600 Pennsylvania Avenue NW, Washington, DC 20580, 1-877-IDTHEFT (438-4338), www.ftc.gov/idtheft

Fraud Alerts and Credit or Security Freezes:

Fraud Alerts: There are two types of general fraud alerts you can place on your credit report to put your creditors on notice that you may be a victim of fraud—an initial alert and an extended alert. You may ask that an initial fraud alert be placed on your credit report if you suspect you have been, or are about to be, a victim of identity theft. An initial fraud alert stays on your credit report for one year. You may have an extended alert placed on your credit report if you have already been a victim of identity theft with the appropriate documentary proof. An extended fraud alert stays on your credit report for seven years.

To place a fraud alert on your credit reports, contact one of the nationwide credit bureaus. A fraud alert is free. The credit bureau you contact must tell the other two, and all three will place an alert on their versions of your report.

For those in the military who want to protect their credit while deployed, an Active Duty Military Fraud Alert lasts for one year and can be renewed for the length of your deployment. The credit bureaus will also take you off their marketing lists for pre-screened credit card offers for two years, unless you ask them not to.

Credit or Security Freezes: You have the right to put a credit freeze, also known as a security freeze, on your credit file, free of charge, which makes it more difficult for identity thieves to open new accounts in your name. That's because most creditors need to see your credit report before they approve a new account. If they can't see your report, they may not extend the credit.

How do I place a freeze on my credit reports? There is no fee to place or lift a security freeze. Unlike a fraud alert, you must separately place a security freeze on your credit file at each credit reporting company. For information and instructions to place a security freeze, contact each of the credit reporting agencies at the addresses below:

- **Experian Security Freeze**, PO Box 9554, Allen, TX 75013, www.experian.com
- **TransUnion Security Freeze**, PO Box 2000, Chester, PA 19016, www.transunion.com
- **Equifax Security Freeze**, PO Box 105788, Atlanta, GA 30348, www.equifax.com

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 bureau will provide you with 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.

How do I lift a freeze? A freeze remains in place until you ask the credit bureau to temporarily lift it or remove it altogether. If the request is made online or by phone, a credit bureau must lift a freeze within one hour. If the request is made by mail, then the bureau must lift the freeze no later than three business days after getting your request.

If you opt for a temporary lift because you are applying for credit or a job, and you can find out which credit bureau the business will contact for your file, you can save some time by lifting the freeze only at that particular credit bureau. Otherwise, you need to make the request with all three credit bureaus.