



**Seth Berman**

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March 30, 2021

0114793-8

**Via Breach Portal**

Office of the Maine Attorney General  
6 State House Station  
Augusta, ME 04333

Re: Notice of Data Security Incident

Dear Sir or Madam:

My firm represents KHJ Brand Activation (“KHJ”), a brand strategy and consulting firm, of 155 Seaport Boulevard, Boston, MA 02210. Pursuant to 10 M.R.S.A. §§1346-1350-B, I am writing to notify you of a data breach involving the personal information of one Maine resident.

On Tuesday, March 2, 2021, KHJ discovered that an unauthorized third-party had intercepted the password for an email account assigned to one of KHJ’s employees and used that password to access the account. The hacker(s) used their access to direct KHJ customers to wire-transfer money to the hacker(s) instead of to KHJ. Once KHJ learned of the incident, it initiated an investigation. KHJ determined that two of its email accounts were involved and that the hacker(s) first obtained access to a KHJ email account on or about December 16, 2020. As soon as KHJ learned of the incident, it took steps to remedy the intrusion, and cut off the hacker(s) access to the accounts on March 2, 2021. The email accounts targeted by the hacker(s) included emails and attachments that had the names, addresses, social security numbers, and dates of birth of KHJ’s employees and contractors. There is no evidence that any of this information has been obtained or used.

As noted above, KHJ learned about the incident on March 2, 2021. KHJ notified the Federal Bureau of Investigations about the incident the next day. KHJ notified affected individuals by written notice on March 30, 2021. A copy of that notice is attached to this letter.

As part of KHJ’s ongoing efforts to help prevent a similar incident from happening in the future, the company has added two-factor authentication to all employee email accounts. KHJ is also in the process of reviewing and augmenting its security policies and procedures.

KHJ will be offering all Maine residents whose information was potentially affected identity theft protection services through IDX, the data breach and recovery services expert. IDX identity protection services include: 24 months of credit and CyberScan monitoring, a \$1,000,000 insurance reimbursement policy, and fully managed id theft recovery services to help



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alleviate any concerns they may have resulting from this incident and to help prevent misuse of any information.

Please do not hesitate to contact me if you have any questions.

Very truly yours,

A handwritten signature in blue ink, appearing to read "S. Berman", with a long horizontal flourish extending to the right.

Seth Berman

SPB2:gir  
Enclosure  
5113062.1



C/O IDX  
10300 SW Greenburg Rd. Suite 570  
Portland, OR 97223

To Enroll, Please Call:  
1-800-939-4170  
Or Visit:  
<https://app.idx.us/account-creation/protect>  
Enrollment Code: <<XXXXXXXX>>

<<First Name>> <<Last Name>>  
<<Address1>> <<Address2>>  
<<City>>, <<State>> <<Zip>>

March 30, 2021

## Notice of Data Breach

Dear <<First Name>> <<Last Name>>,

This letter is to inform you of a hacking incident we discovered on March 2, 2021 involving two KHJ email accounts that contained some of your personal information. Though the hackers had access to the email accounts, we do not know whether the hackers obtained or intend to use your information. We are writing this letter to inform you about the steps you can take to protect your information from misuse, and the resources we are making available to you. We sincerely apologize for any inconvenience this incident may cause.

### What Happened

On Tuesday, March 2, 2021, we discovered that an unauthorized third-party had sent an email from a KHJ account. An investigation determined that the hacker(s) first obtained access to a KHJ email account on or about December 16, 2020. As soon as we learned of the incident, we cut off access to the hacker(s) and took steps to prevent such an incident from occurring again. We also determined that the hackers were only able to access two email accounts, and not other accounts or information on our system.

### What Information Was Involved

The hackers accessed two KHJ email accounts. The email accounts contained emails and attachments that included your first and last name, address, social security number, and date of birth. Though the hackers had access to the email accounts, we do not know whether they obtained or intend to use your information.

### What We Are Doing

As part of our ongoing efforts to help prevent a similar incident from happening in the future, we have added two-factor authentication to all employee email accounts. We have also taken several additional security steps to prevent similar events from transpiring in the future.

In addition, we are offering identity theft protection services through IDX, data breach and recovery services experts. IDX identity protection services include: 24 months of credit and CyberScan monitoring, a \$1,000,000 insurance reimbursement policy, and fully managed id theft recovery services. With this protection, IDX will help you resolve issues if your identity is compromised.

### What You Can Do

We encourage you to contact IDX with any questions and to enroll in free identity protection services by calling 1-800-939-4170 or going to <https://app.idx.us/account-creation/protect> and using the Enrollment Code provided above. IDX

representatives are available Monday through Friday from 6 am - 6 pm Pacific Time. Please note the deadline to enroll is June 30, 2021.

Again, at this time, there is no evidence that your information has been misused. However, we invite you to take full advantage of this service offering. IDX representatives have been versed on the incident and can answer questions or concerns you may have regarding protection of your personal information.

### **For More Information**

You will find detailed instructions for enrollment on the enclosed **Recommended Steps** document. Also, you will need to reference the enrollment code at the top of this letter when calling or enrolling online, so please do not discard this letter.

Please call 1-800-939-4170 or go to <https://app.idx.us/account-creation/protect> for assistance or for any additional questions you may have.

Thank you for your understanding.

Sincerely,

Judy A. Habib  
Founder and Chief Executive Officer

(Enclosure)



## Recommended Steps to Help Protect Your Information

**1. Website and Enrollment.** Go to <https://app.idx.us/account-creation/protect> and follow the instructions for enrollment using your Enrollment Code provided at the top of the letter.

**2. Activate the credit monitoring** provided as part of your IDX identity protection membership. The monitoring included in the membership must be activated to be effective. Note: You must have established credit and access to a computer and the internet to use this service. If you need assistance, IDX will be able to assist you.

**3. Telephone.** Contact IDX at 1-800-939-4170 to gain additional information about this event and speak with knowledgeable representatives about the appropriate steps to take to protect your credit.

**4. Review your credit reports.** We recommend that you remain vigilant by reviewing account statements and monitoring credit reports. Under federal law, you also are entitled every 12 months to one free copy of your credit report from each of the three major credit reporting companies. To obtain a free annual credit report, go to [www.annualcreditreport.com](http://www.annualcreditreport.com) or call 1-877-322-8228. You may wish to stagger your requests so that you receive a free report by one of the three credit bureaus every four months.

If you discover any suspicious items and have enrolled in IDX identity protection, notify them immediately by calling or by logging into the IDX website and filing a request for help.

If you file a request for help or report suspicious activity, you will be contacted by a member of our ID Care team who will help you determine the cause of the suspicious items. In the unlikely event that you fall victim to identity theft as a consequence of this incident, you will be assigned an ID Care Specialist who will work on your behalf to identify, stop, and reverse the damage quickly.

You should also know that you have the right to file and obtain a copy of a police report if you ever experience identity fraud. Please note that in order to file a crime report or incident report with law enforcement for identity theft, you will likely need to provide some kind of proof that you have been a victim. A police report is often required to dispute fraudulent items. You can report suspected incidents of identity theft to local law enforcement or to the Attorney General. You have the right to obtain any police report filed in regard to this incident.

**5. Place Fraud Alerts** with the three credit bureaus. If you choose to place a fraud alert, we recommend you do this after activating your credit monitoring. You can place a fraud alert at one of the three major credit bureaus by phone and also via Experian's or Equifax's website. A fraud alert tells creditors to follow certain procedures, including contacting you, before they open any new accounts or change your existing accounts. For that reason, placing a fraud alert can protect you, but also may delay you when you seek to obtain credit. The contact information for all three bureaus is as follows:

### Credit Bureaus

Equifax Fraud Reporting  
1-866-349-5191  
P.O. Box 105069  
Atlanta, GA 30348-5069  
[www.equifax.com](http://www.equifax.com)

Experian Fraud Reporting  
1-888-397-3742  
P.O. Box 9554  
Allen, TX 75013  
[www.experian.com](http://www.experian.com)

TransUnion Fraud Reporting  
1-800-680-7289  
P.O. Box 2000  
Chester, PA 19022-2000  
[www.transunion.com](http://www.transunion.com)

It is necessary to contact only ONE of these bureaus and use only ONE of these methods. As soon as one of the three bureaus confirms your fraud alert, the others are notified to place alerts on their records as well. You will receive confirmation letters in the mail and will then be able to order all three credit reports, free of charge, for your review. An initial fraud alert will last for one year.

**Please Note: No one is allowed to place a fraud alert on your credit report except you.**

**6. Security Freeze.** A security freeze prohibits a credit reporting agency from releasing any information from a consumer's credit report without written authorization. However, please be aware that placing a security freeze on your credit report may delay, interfere with, or prevent the timely approval of any requests you make for new loans, credit mortgages, employment, housing, or other services. By placing a security freeze, someone who fraudulently acquires your personal identifying information will not be able to use that information to open new accounts or to borrow money in your name. You will need to contact each of the three national credit reporting bureaus listed below to place the freeze. Keep in mind that when you place the freeze, you will not be able to borrow money, obtain instant credit, or get a new credit card until you temporarily lift or permanently remove the freeze. Under federal law, you cannot be charged to place, lift, or remove a security freeze.

To place a security freeze on your credit report, you may send a written request by regular, certified, or overnight mail to the addresses below. You may also place a security freeze through each of the consumer reporting agencies' websites or over the phone, using the contact information below:

### **Credit Bureaus**

Equifax Security Freeze

P.O. Box 105788

Atlanta, GA 30348

1-800-349-9960

<https://www.equifax.com/personal/credit-report-services/>

Experian Security Freeze

P.O. Box 9554

Allen, TX 75013

1-888-397-3742

<https://www.experian.com/freeze/center.html>

TransUnion Security Freeze

P.O. Box 160

Woodlyn, PA 19094

1-888-909-8872

<https://www.transunion.com/credit-freeze>

The credit reporting agencies have one (1) to three (3) business days after receiving your request to place a security freeze on your credit report, based upon the method of your request. The credit bureaus must also send written confirmation to you within five (5) business days and provide you with a unique personal identification number (PIN) or password (or both) that can be used by you to authorize the removal or lifting of the security freeze. It is important to maintain this PIN/password in a secure place, as you will need it to lift or remove the security freeze.

To lift the security freeze in order to allow a specific entity or individual access to your credit report, you must make a request to each of the credit reporting agencies by mail, through their website, or by phone (using the contact information above). You must provide proper identification (including name, address, and social security number) and the PIN number or password provided to you when you placed the security freeze, as well as the identities of those entities or individuals you would like to receive your credit report. You may also temporarily lift a security freeze for a specified period of time rather than for a specific entity or individual, using the same contact information above. The credit bureaus have between one (1) hour (for requests made online) and three (3) business days (for request made by mail) after receiving your request to lift the security freeze for those identified entities or for the specified period of time.

To remove the security freeze, you must make a request to each of the credit reporting agencies by mail, through their website, or by phone (using the contact information above). You must provide proper identification (name, address, and social security number) and the PIN number or password provided to you when you placed the security freeze. The credit bureaus have between one (1) hour (for requests made online) and three (3) business days (for requests made by mail) after receiving your request to remove the security freeze.

**7. You can obtain additional information** about the steps you can take to avoid identity theft from the following agencies. The Federal Trade Commission also encourages those who discover that their information has been misused to file a complaint with them.

**California Residents:** Visit the California Office of Privacy Protection ([www.oag.ca.gov/privacy](http://www.oag.ca.gov/privacy)) for additional information on protection against identity theft.

**District of Columbia Residents:** Office of the Attorney General of the District of Columbia, 400 6th Street, NW, Washington, DC 20001; Phone: (202) 727-3400; Fax: (202) 347-8922; TTY: (202) 727-3400; Email: [oag@dc.gov](mailto:oag@dc.gov).

**Kentucky Residents:** Office of the Attorney General of Kentucky, 700 Capitol Avenue, Suite 118 Frankfort, Kentucky 40601, [www.ag.ky.gov](http://www.ag.ky.gov), Telephone: 1-502-696-5300.

**Maryland Residents:** Office of the Attorney General of Maryland, Consumer Protection Division 200 St. Paul Place Baltimore, MD 21202, [www.oag.state.md.us/Consumer](http://www.oag.state.md.us/Consumer), Telephone: 1-888-743-0023.

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

You may place a security freeze on your credit reports, free of charge. In order to request a security freeze, you will need to provide some or all of the following information to the credit reporting agency, depending on whether you do so online, by phone, or by mail:

1. Your full name (including middle initial as well as Jr., Sr., II, III, etc.);
2. Social Security Number;
3. Date of birth;
4. If you have moved in the past five (5) years, the addresses where you have lived over the prior five years;
5. Proof of current address, such as a current utility bill, telephone bill, rental agreement, or deed;
6. A legible photocopy of a government issued identification card (state driver's license or ID card, military identification, etc.);
7. Social Security Card, pay stub, or W2;
8. If you are a victim of identity theft, include a copy of either the police report, investigative report, or complaint to a law enforcement agency concerning identity theft.

**New Mexico Residents:** 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 a violator. 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. You can review your rights pursuant to the Fair Credit Reporting Act by visiting [www.consumerfinance.gov/f/201504\\_cfpb\\_summary\\_your-rights-under-fcra.pdf](http://www.consumerfinance.gov/f/201504_cfpb_summary_your-rights-under-fcra.pdf), or by writing Consumer Response Center, Room 130-A, Federal Trade Commission, 600 Pennsylvania Ave. N.W., Washington, D.C. 20580.

**New York Residents:** The Attorney General may be contacted at: Office of the Attorney General, The Capitol, Albany, NY 12224-0341; 1-800-771-7755; <https://ag.ny.gov/>.

**North Carolina Residents:** Office of the Attorney General of North Carolina, 9001 Mail Service Center Raleigh, NC 27699-9001, [www.ncdoj.gov](http://www.ncdoj.gov), Telephone: 1-919-716-6400.

**Oregon Residents:** Oregon Department of Justice, 1162 Court Street NE, Salem, OR 97301-4096, [www.doj.state.or.us/](http://www.doj.state.or.us/), Telephone: 877-877-9392.

**Rhode Island Residents:** Office of the Attorney General, 150 South Main Street, Providence, Rhode Island 02903, [www.riag.ri.gov](http://www.riag.ri.gov), Telephone: 401-274-4400. This incident involved nineteen Rhode Island residents.

**All US Residents:** Identity Theft Clearinghouse, Federal Trade Commission, 600 Pennsylvania Avenue, NW Washington, DC 20580, [www.consumer.gov/idtheft](http://www.consumer.gov/idtheft), 1-877-IDTHEFT (438-4338), TTY: 1-866-653-4261. You can obtain information from the Federal Trade Commission and the credit reporting agencies about fraud alerts and security freezes.