



Laura K. Funk  
Constangy Brooks Smith & Prophete, LLP  
1201 Elm Street, Suite 2550  
Dallas, Texas 75270  
248.709.9385  
lfunk@constangy.com

**January 27, 2023**

**VIA ELECTRONIC SUBMISSION**

Attorney General Aaron Frey  
Office of the Attorney General  
Consumer Protection Division  
Security Breach Notification  
111 Sewall Street, 6th Floor  
Augusta, ME 04330  
breach.security@maine.gov

Re:           **Notification of Data Security Incident**

Dear Attorney General Frey:

Constangy, Brooks, Smith, & Prophete, LLP represents Jones Plastic & Engineering and its subsidiary Rev-A-Shelf, LLC, based out of Louisville, Kentucky, in connection with a recent data security incident described in greater detail below.

**Nature of the Security Incident**

On November 28, 2022, Rev-A-Shelf discovered unauthorized code that had been injected into its website, which was immediately removed. While Rev-A-Shelf investigated, sales were also temporarily suspended through its website while additional security measures could be implemented. Upon further investigation, it was identified that the code was injected on or around July 12, 2022, and was being used by an unknown party in an attempt to gain access to customer payment information entered during the checkout process. Rev-A-Shelf then conducted a thorough review to identify all successful and attempted transactions on the website during the dates in question and confirm appropriate contact information to issue notifications to individuals whose information may have been impacted. This process was completed on January 5, 2023, at which time Rev-A-Shelf engaged the services of IDX, an expert in breach response services, to assist in notifying individuals.

While it cannot be confirmed that all payment information entered on the Rev-A-Shelf site was at risk, out of an abundance of caution, this notice is being provided to all individuals who entered payment card information during checkout between July 12, 2022, and November 28, 2022, regardless of whether the transaction was processed.

**Type of Information and Number of Maine Residents Involved**

On January 27, 2023, notification letters were electronically mailed to 14 Maine residents. The information involved may include individual's name, address, and credit card number, expiration date, and security code. A sample copy of that letter is included with this notice.

### **Measures Taken to Address the Incident**

Upon learning of this incident, Rev-A-Shelf took steps to secure its website. Additionally, Rev-A-Shelf engaged a computer forensics firm to conduct an investigation into the incident and aid with system remediation. Finally, Rev-A-Shelf has notified potentially impacted individuals and provided them with information about steps they can take to help protect their personal information.

### **Contact Information**

Jones Plastic and Rev-A-Shelf are dedicated to protecting the sensitive information within its control. If you have any questions or need additional information regarding this incident, please do not hesitate to contact Laura Funk at [lfunk@constangy.com](mailto:lfunk@constangy.com).

Sincerely,

A handwritten signature in black ink, appearing to read "L. Funk", with a long, sweeping flourish extending to the right.

Laura K. Funk of  
CONSTANGY, BROOKS, SMITH, & PROPHETE, LLP

January 27, 2023

**Re: Notice of <<Data Security Incident/Data Breach>>**

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

We are writing to provide you with information about a recent data security incident experienced by Rev-A-Shelf LLC (“Rev-A-Shelf”) that may have involved your personal information. The purpose of this e-mail is to notify you of this incident and inform you about steps you can take to help safeguard your personal information. As a result of this incident, we have partnered with IDX to provide you this notification.

**What Happened.** On November 28, 2022, Rev-A-Shelf discovered unauthorized code that had been injected into its website, which was immediately removed. While Rev-A-Shelf investigated, sales were also temporarily suspended through our website while additional security measures could be implemented. Upon further investigation, it was identified that the code was injected on or around July 12, 2022, and was being used by an unknown party in an attempt to gain access to customer payment information entered during the checkout process. Rev-A-Shelf then conducted a thorough review to identify all successful and attempted transactions on the website during the dates in question and confirm appropriate contact information to issue notifications to individuals whose information may have been impacted. This process was completed on January 5, 2023.

While it cannot be confirmed that all payment information entered on the Rev-A-Shelf site was at risk, out of an abundance of caution, this notice is being provided to all individuals who entered payment card information during checkout between July 12, 2022, and November 28, 2022, regardless of whether the transaction was processed.

**What Information Was Involved.** The potentially affected information involved may have included your name, address, and credit card number, expiration date, and security code.

**What We Are Doing.** As soon as we discovered this incident, the steps described above were taken. As part of the response process, Rev-A-Shelf also implemented additional security measures to reduce the risk of a similar incident occurring in the future. Additionally, we are providing you with information about steps you can take to help protect your personal information.

**What You Can Do.** We encourage you to contact IDX with any questions by calling 1-833-903-3648. In addition, we recommend that you review the guidance included with this letter about additional steps you can take to protect your personal information.

**For More Information.** If you have questions or need assistance, please contact IDX at 1-833-903-3648, Monday through Friday from 9 am - 9 pm Eastern Time. IDX representatives have been fully versed on the incident and can answer questions or concerns you may have. Please know that Rev-A-Shelf takes this matter very seriously. Please accept our sincere apologies and know that we deeply regret any worry or inconvenience that this may cause you.

Sincerely,

David Noe  
General Manager  
Rev-A-Shelf, LLC

## Steps You Can Take to Protect Your Personal Information

**Review Your Account Statements and Notify Law Enforcement of Suspicious Activity:** As a precautionary measure, we recommend that you remain vigilant by reviewing your account statements and credit reports closely. If you detect any suspicious activity on an account, you should promptly notify the financial institution or company with which the account is maintained. You also should promptly report any fraudulent activity or any suspected incidence of identity theft to proper law enforcement authorities, your state attorney general, and/or the Federal Trade Commission (FTC).

**Copy of Credit Report:** You may obtain a free copy of your credit report from each of the three major credit reporting agencies once every 12 months by visiting <http://www.annualcreditreport.com/>, calling toll-free 1-877-322-8228, or by completing an Annual Credit Report Request Form and mailing it to Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348. You also can contact one of the following three national credit reporting agencies:

**Equifax**

P.O. Box 105851  
Atlanta, GA 30348  
1-800-525-6285  
[www.equifax.com](http://www.equifax.com)

**Experian**

P.O. Box 9532  
Allen, TX 75013  
1-888-397-3742  
[www.experian.com](http://www.experian.com)

**TransUnion**

P.O. Box 1000  
Chester, PA 19016  
1-800-916-8800  
[www.transunion.com](http://www.transunion.com)

**Fraud Alert:** You may want to consider placing a fraud alert on your credit report. An initial fraud alert is free and will stay on your credit file for at least one year. The alert informs creditors of possible fraudulent activity within your report and requests that the creditor contact you prior to establishing any accounts in your name. To place a fraud alert on your credit report, contact any of the three credit reporting agencies identified above. Additional information is available at <http://www.annualcreditreport.com>.

**Security Freeze:** You have the right to put a security freeze on your credit file for up to one year at no cost. This will prevent new credit from being opened in your name without the use of a PIN number that is issued to you when you initiate the freeze. A security freeze is designed to prevent potential creditors from accessing your credit report without your consent. As a result, using a security freeze may interfere with or delay your ability to obtain credit. You must separately place a security freeze on your credit file with each credit reporting agency. In order to place a security freeze, you may be required to provide the consumer reporting agency with information that identifies you including your full name, Social Security number, date of birth, current and previous addresses, a copy of your state-issued identification card, and a recent utility bill, bank statement or insurance statement.

**Additional Free Resources:** You can obtain information from the consumer reporting agencies, the FTC, or from your respective state Attorney General about fraud alerts, security freezes, and steps you can take toward preventing identity theft. You may report suspected identity theft to local law enforcement, including to the FTC or to the Attorney General in your state.

**Federal Trade Commission**

600 Pennsylvania Ave, NW  
Washington, DC 20580  
[consumer.ftc.gov](http://consumer.ftc.gov), and  
[www.ftc.gov/idtheft](http://www.ftc.gov/idtheft)  
1-877-438-4338

**Maryland Attorney General**

200 St. Paul Place  
Baltimore, MD 21202  
[oag.state.md.us](http://oag.state.md.us)  
1-888-743-0023

**New York Attorney General**

Bureau of Internet and Technology  
Resources  
28 Liberty Street  
New York, NY 10005  
1-212-416-8433

**North Carolina Attorney General**

9001 Mail Service Center  
Raleigh, NC 27699  
[ncdoj.gov](http://ncdoj.gov)  
1-877-566-7226

**Rhode Island Attorney General**

150 South Main Street  
Providence, RI 02903  
<http://www.riag.ri.gov>  
1-401-274-4400

**Washington D.C. Attorney General**

441 4th Street, NW  
Washington, DC 20001  
[oag.dc.gov](http://oag.dc.gov)  
1-202-727-3400

**You also have certain rights under the Fair Credit Reporting Act (FCRA):** These rights include to know what is in your file; to dispute incomplete or inaccurate information; to have consumer reporting agencies correct or delete

inaccurate, incomplete, or unverifiable information; as well as other rights. For more information about the FCRA, and your rights pursuant to the FCRA, please visit <https://www.ftc.gov/legal-library/browse/statutes/fair-credit-reporting-act>.