

March 24, 2023

**VIA ONLINE SUBMISSION**

Attorney General Aaron Frey  
Maine Attorney General's Office  
Consumer Protection Division  
6 State House Station  
Augusta, ME 04333

**Re: Notification of Data Security Incident**

Dear Attorney General Frey:

Constangy Brooks Smith & Prophete LLP represents Goodwill Industries of the Southern Piedmont, Inc. ("Goodwill") located in Charlotte, North Carolina, with respect to a recent data security incident described in greater detail below. The purpose of this letter is to notify you of the incident.

**1. Nature of the Security Incident**

On May 11, 2022, Goodwill experienced an incident involving unauthorized access to its network. In response, it immediately took steps to secure the network and investigate. Goodwill also engaged independent cybersecurity experts to help Goodwill address the incident and investigate. As a result of this investigation, Goodwill learned that an unauthorized actor accessed certain data stored on Goodwill's systems. On March 20, 2023, Goodwill determined that the Personal Information of certain individuals may have been affected by this incident. The affected information varies by individual, but may have included individuals' names, Social Security numbers, dates of birth, financial account information, employee ID numbers, drivers license or state ID numbers, passport numbers, payment card information, biometric data, and email addresses with associated passwords.

**2. Number of Maine Residents Affected**

On March 24, 2023, Goodwill notified seven (7) Maine residents of this incident via first class U.S. mail. A sample copy of the notification letter sent to impacted individuals is included with this correspondence.

**3. Steps Taken Relating to the Incident**

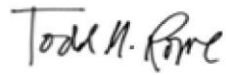
To help prevent a similar incident from occurring in the future, Goodwill is implementing additional technical security measures and is increasing employee cybersecurity training. It is also offering complimentary credit and identity protection monitoring to those individuals whose Social Security numbers may have been affected by the incident.

**4. Contact Information**

March 24, 2023  
Page 2

Goodwill takes seriously its responsibility to protect the security of the information it maintains. If you have any questions or need additional information, please do not hesitate to contact me at 312.520.2521 or by email at [trowe@constangy.com](mailto:trowe@constangy.com).

Regards,

A handwritten signature in black ink that reads "Todd M. Rowe". The signature is written in a cursive style with a horizontal line above the first name.

Todd Rowe  
Partner

Enc.: Sample Consumer Notification Letter



P.O. Box 989728  
West Sacramento, CA 95798-9728

To Enroll, Please Call:  
1-833-753-4936  
Or Visit:  
<https://response.idx.us/GIofSP>  
Enrollment Code: <<ENROLLMENT>>

<<FIRST NAME>> <<LAST NAME>>  
<<ADDRESS1>>  
<<ADDRESS2>>  
<<CITY>>, <<STATE>> <<ZIP>>  
<<Country>>

March 24, 2023

**Subject: Notice of Data <<Variable Text 1>>**

Dear <<FIRST NAME>> <<LAST NAME>>:

At Goodwill Industries of the Southern Piedmont, Inc. (“Goodwill”), we are committed to serving our community and protecting the confidentiality and security of the information we receive and maintain as a social enterprise nonprofit organization. We are writing to inform you of a data security incident that may have affected some of your personal information. While we are unaware of any misuse of your information, we are writing to notify you of the incident, offer you complimentary credit monitoring and identity protection services, and inform you about steps that you can take to help protect your personal information.

**What Happened:** On May 11, 2022, we learned that Goodwill experienced an incident involving unauthorized access to our network. In response, we immediately took steps to secure the network and began to investigate. We also engaged leading, independent cybersecurity experts to help us address the incident and conduct an investigation. We have since learned that an unauthorized actor accessed certain data stored on our systems. On March 20, 2023, we learned that your personal information may have been affected by this incident. Notably, we have no evidence that any personal information potentially affected by this incident has been misused but are nonetheless providing notification out of an abundance of caution.

**What Information Was Involved:** Goodwill completed a review of the data that may have been accessed by the unauthorized actor and determined that information included your name and <<data elements>>.

**What We Are Doing:** We take seriously our responsibility to protect the security of the information we maintain. To help prevent something like this from happening again, we have implemented additional technical security measures and are increasing employee cybersecurity training. While we have no indication that your information has been misused, we are nonetheless providing you with information about steps that you can take to help protect it. As a further precaution, we are also offering you <<Variable Text 3>> months of complimentary credit monitoring and identity protection services through IDX, a data breach and recovery services expert. These services will help to detect possible misuse of your information and will provide you with identity protection support.

**What You Can Do:** You can enroll in IDX’s complimentary credit monitoring and identity protection services by going to <https://response.idx.us/GIofSP> or calling 1-833-753-4936. When prompted, please provide the unique code provided above to enroll in the services. The deadline to enroll is June 24, 2023. For more information on how you can protect your personal information, please review the resources provided on the following pages.

**For More Information:** If you have any questions regarding the incident, please call 1-833-753-4936 between 9 am and 9 pm EST.

The security of your information is a top priority for Goodwill. We take your trust in us and this matter very seriously and we deeply regret any worry or inconvenience that this may cause you.

Sincerely,

A handwritten signature in black ink, appearing to read "Chris Jackson". The signature is fluid and cursive, with a large initial "C" and "J".

Chris Jackson  
President & CEO  
Goodwill Industries of the Southern Piedmont, Inc.  
5301 Wilkinson Blvd  
Charlotte, NC 28208

## 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 105788  
Atlanta, GA 30348  
1-888-378-4329  
[www.equifax.com](http://www.equifax.com)

**Experian**

P.O. Box 9532  
Allen, TX 75013  
1-800-831-5614  
[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)  
1-877-438-4338

**Maryland Attorney General**

St. Paul Plaza  
200 St. Paul Place  
Baltimore, MD 21202  
[marylandattorneygeneral.gov](http://marylandattorneygeneral.gov)  
1-888-743-0023

**New York Attorney General**

Bureau of Internet and Technology  
Resources  
28 Liberty Street  
New York, NY 10005  
[ag.ny.gov](http://ag.ny.gov)  
1-212-416-8433 / 1-800-771-7755

**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>  
[riag.ri.gov](http://riag.ri.gov)  
1-401-274-4400

**Washington D.C. Attorney  
General**

400 S 6th 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://files.consumerfinance.gov/f/201504\\_cfpb\\_summary\\_your-rights-under-fcra.pdf](https://files.consumerfinance.gov/f/201504_cfpb_summary_your-rights-under-fcra.pdf).