

## APPENDIX

Thirty Madison, Inc. d/b/a Keeps and Keeps.com (“Keeps”) recently discovered a misconfiguration of its customer service software that may have allowed customers to view communications between other customers and Keeps customer service teams between July 8, 2018 and July 31, 2020. Keeps immediately contacted its software vendor to correct the misconfiguration and began an investigation. Keeps was unable to determine what information, if any, may have been viewed. Out of an abundance of caution, Keeps conducted a review of all communications that may have been viewed during the relevant timeframe to identify personal information. Through this review, Keeps identified communications that may have contained the name and an image of a driver’s license or state identification card for one Maine resident.

On October 9, 2020, Keeps will mail a notification letter to the Maine resident pursuant to Me. Rev. Stat. Tit. 10, §1348<sup>1</sup>, in substantially the same form as the enclosed letter. Keeps is offering the individual a complimentary membership to credit monitoring and identity theft protection services. Keeps has also established a dedicated, toll-free call center where individuals may obtain more information regarding the incident.

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<sup>1</sup> This notice does not waive Keeps’ objection that Maine lacks personal jurisdiction over it regarding any claims related to this incident.

Keeps.com  
Mail Handling Services  
777 E Park Dr  
Harrisburg, PA 17111



[REDACTED]  
[REDACTED]  
[REDACTED]

C-196

October 8, 2020

Dear [REDACTED]:

At Keeps.com (“Keeps”), we value our customers and the privacy of their personal information. That is why, as a precautionary measure, we are writing to let you know that we recently learned of an error with our customer service software that could have allowed customers to view limited personal information about other customers.

**What Happened**

We recently discovered that there was a misconfiguration of our customer service software. The misconfiguration may have allowed customers to view communications between customers and our customer service team between July 8, 2018 and July 31, 2020.

**What Information Was Involved**

We are unable to determine whether your information was actually viewed, and we have no evidence that any of our customers’ information has been misused as a result of this incident. However, we are notifying you because you communicated with our customer service team between July 8, 2018 and July 31, 2020. Those communications may have contained your name, address, phone number, email address, date of birth, and an image of your driver’s license or state ID. Your financial account information, such as credit card or debit card numbers, your Keeps product information, and your Social Security number were not involved.

**What We Are Doing**

As soon as we learned about this issue, we contacted our software vendor and the problem was fixed that same day.

**What You Can Do**

We are not aware of, and have no reason to suspect, that any other customer improperly used your information. However, in an abundance of caution, we are offering you a complimentary one-year membership of Experian IdentityWorks<sup>SM</sup> Credit 3B at no cost to you. This product helps detect possible misuse of your personal information and provides you with superior identity protection, support focused on immediate identification and resolution of identity theft. IdentityWorks<sup>SM</sup> Credit 3B is completely free to you. Enrolling in this program will not hurt your credit score. For more information on identity theft prevention, including instructions on how to start your complimentary one-year membership, please see the additional information provided with this letter.

**For More Information**

We regret that this incident occurred, and we apologize for any inconvenience it causes you. If you have questions or concerns, please contact 1-855-404-2777 from Monday through Friday, 8am to 5pm Eastern Time.

Sincerely,

Matthew O’Connor  
General Manager

## Activate IdentityWorks Credit 3B Now in Three Easy Steps

1. ENROLL by: **December 28, 2020** (Your code will not work after this date.)
2. VISIT the **Experian IdentityWorks website** to enroll: <https://www.experianidworks.com/3bcredit>
3. PROVIDE the **Activation Code:** [REDACTED]

If you have questions about the product, need assistance with identity restoration or would like an alternative to enrolling in Experian IdentityWorks online, please contact Experian's customer care team at **877-288-8057** by **December 28, 2020**. Be prepared to provide engagement number [REDACTED] as proof of eligibility for the identity restoration services by Experian.

### ADDITIONAL DETAILS REGARDING YOUR 12-MONTH EXPERIAN IDENTITYWORKS CREDIT 3B MEMBERSHIP:

A credit card is **not** required for enrollment in Experian IdentityWorks Credit 3B.

You can contact Experian **immediately without needing to enroll in the product** regarding any fraud issues. Identity Restoration specialists are available to help you address credit and non-credit related fraud.

Once you enroll in Experian IdentityWorks, you will have access to the following additional features:

- **Experian credit report at signup:** See what information is associated with your credit file. Daily credit reports are available for online members only.\*
- **Credit Monitoring:** Actively monitors Experian, Equifax and Transunion files for indicators of fraud.
- **Identity Restoration:** Identity Restoration specialists are immediately available to help you address credit and non-credit related fraud.
- **Experian IdentityWorks ExtendCARE™:** You receive the same high-level of Identity Restoration support even after your Experian IdentityWorks membership has expired.
- **Up to \$1 Million Identity Theft Insurance\*\*:** Provides coverage for certain costs and unauthorized electronic fund transfers.

If you believe there was fraudulent use of your information and would like to discuss how you may be able to resolve those issues, please reach out to an Experian agent at **877-288-8057**. If, after discussing your situation with an agent, it is determined that Identity Restoration support is needed, then an Experian Identity Restoration agent is available to work with you to investigate and resolve each incident of fraud that occurred (including, as appropriate, helping you with contacting credit grantors to dispute charges and close accounts; assisting you in placing a freeze on your credit file with the three major credit bureaus; and assisting you with contacting government agencies to help restore your identity to its proper condition).

Please note that this Identity Restoration support is available to you for one year from the date of this letter and does not require any action on your part at this time. The Terms and Conditions for this offer are located at [www.ExperianIDWorks.com/restoration](http://www.ExperianIDWorks.com/restoration). You will also find self-help tips and information about identity protection at this site.

\* Offline members will be eligible to call for additional reports quarterly after enrolling.

\*\* The Identity Theft Insurance is underwritten and administered by American Bankers Insurance Company of Florida, an Assurant company. Please refer to the actual policies for terms, conditions, and exclusions of coverage. Coverage may not be available in all jurisdictions.

## **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](http://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](http://www.equifax.com), 1-800-685-1111
- *Experian*, PO Box 2002, Allen, TX 75013, [www.experian.com](http://www.experian.com), 1-888-397-3742
- *TransUnion*, PO Box 2000, Chester, PA 19016, [www.transunion.com](http://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](http://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](http://www.experian.com)
- **TransUnion Security Freeze**, PO Box 2000, Chester, PA 19016, [www.transunion.com](http://www.transunion.com)
- **Equifax Security Freeze**, PO Box 105788, Atlanta, GA 30348, [www.equifax.com](http://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.

***Additional information for residents of the following states:***

**Maryland:** Keeps is located at 30 West 29th Street 4th Floor New York, NY 10001 and can be reached at [help@keeps.com](mailto:help@keeps.com). You may contact and obtain information from your state attorney general at: *Maryland Attorney General's Office*, 200 St. Paul Place, Baltimore, MD 21202, 1-888-743-0023 / 1-410-576-6300, [www.oag.state.md.us](http://www.oag.state.md.us)

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

**North Carolina:** You may contact and obtain information from your state attorney general at: *North Carolina Attorney General's Office*, 9001 Mail Service Centre, Raleigh, NC 27699, 1-919-716-6000 / 1-877-566-7226, [www.ncdoj.gov](http://www.ncdoj.gov)

**Rhode Island:** Under Rhode Island law, you have the right to file and obtain a copy of a police report. You also have the right to request a security freeze, as described above. You may contact and obtain information from your state attorney general at: *Rhode Island Attorney General's Office*, 150 South Main Street, Providence, RI 02903, 1-401-274-4400, [www.riag.ri.gov](http://www.riag.ri.gov). Two (2) Rhode Island residents may have been impacted by this incident.