

Appendix

Priority Insurance recently concluded an investigation into a security incident where an unauthorized person accessed two of Priority Insurance's employee email accounts. Upon learning of the unauthorized access, Priority Insurance took immediate steps to secure the accounts, began an investigation, and a cybersecurity firm was engaged to assist. The investigation determined that for one account the unauthorized access occurred on July 8 and 9, 2021 and for the other account the unauthorized access occurred between September 9 and September 15, 2021. The investigation was unable to determine whether the unauthorized person actually viewed or acquired any information contained in the accounts; however, Priority Insurance was unable to rule out that possibility. Therefore, Priority Insurance conducted a thorough review of the email and attachments in the accounts, and on October 19, 2021, determined that an email or attachment contained the driver's license number belonging to two Maine residents.¹

Priority Insurance will mail a notification letter via First Class mail to two Maine residents in accordance with Me. Rev. Stat. Tit. 10, §1348. Priority Insurance is offering eligible individuals a complimentary, one-year membership to credit monitoring and identity theft protection services. Priority Insurance will also establish a dedicated, toll-free call center that individuals can call to obtain more information regarding the incident.

To help prevent something like this from happening again, Priority Insurance is taking steps to further enhance the security of its network. In addition, Priority Insurance notified law enforcement and worked to support its investigation.

¹ This notice does not waive Priority Insurance's objection that Maine lacks personal jurisdiction over it regarding any claims relating to this incident.



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

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

Dear <<first_name>> <<last_name>>:

Priority Insurance, LLC understands the importance of protecting the information we maintain. We are writing to inform you of an incident that may have involved some of your information. This notice explains the incident, measures we have taken, and some steps you may consider taking in response.

Priority recently concluded an investigation into a security incident where an unauthorized person accessed two of Priority's employee email accounts. Upon learning of the unauthorized access, we took immediate steps to secure the accounts, began an investigation, and a cybersecurity firm was engaged to assist. The investigation determined that for one account the unauthorized access occurred on July 8 and 9, 2021 and for the other account the unauthorized access occurred between September 9 and September 15, 2021. The investigation was unable to determine whether the unauthorized person actually viewed or acquired any information contained in the accounts; however, we were unable to rule out that possibility. Therefore, we conducted a thorough review of the email and attachments in the accounts, and on October 19, 2021, determined that some of your information was in an email or attachment, including your <<b2b_text_1(DataElements)>>.

We are offering you access to Kroll's identity monitoring services at no cost to you for one year. This service is completely free to you and activating the services will not hurt your credit score. **For more information about Kroll's identity monitoring, including instructions on how to activate your complimentary one-year membership, please visit the below website:**

Visit <https://enroll.krollmonitoring.com> to activate and take advantage of your identity monitoring services.

You have until <<b2b_text_6(EnrollmentDate)>> to activate your identity monitoring services.

Membership Number: <<MembershipNumber(s_n)>>.

For more information, please see the additional information provided with this letter.

We apologize for any concern or inconvenience this incident may cause. To help prevent a similar incident from occurring in the future, we have implemented measures to enhance our existing security. We created a dedicated call center to answer any questions you may have about the incident and our response. If you have any questions, please call 1-??-??-??-???, Monday through Friday, between 8:00 a.m. and 5:30 p.m. Central Time, excluding major U.S. holidays.

Sincerely,

Pat Speake
Owner



TAKE ADVANTAGE OF YOUR IDENTITY MONITORING SERVICES

You have been provided with access to the following services from Kroll:

Triple Bureau Credit Monitoring

You will receive alerts when there are changes to your credit data at any of the three national credit bureaus—for instance, when a new line of credit is applied for in your name. If you do not recognize the activity, you will have the option to call a Kroll fraud specialist, who will be able to help you determine if it is an indicator of identity theft.

Fraud Consultation

You have unlimited access to consultation with a Kroll fraud specialist. Support includes showing you the most effective ways to protect your identity, explaining your rights and protections under the law, assistance with fraud alerts, and interpreting how personal information is accessed and used, including investigating suspicious activity that could be tied to an identity theft event.

Identity Theft Restoration

If you become a victim of identity theft, an experienced Kroll licensed investigator will work on your behalf to resolve related issues. You will have access to a dedicated investigator who understands your issues and can do most of the work for you. Your investigator will be able to dig deep to uncover the scope of the identity theft, and then work to resolve it.

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.

Priority Insurance is located at 140 Milestone Way, Suite A, Greenville, SC 29615, and its phone number is (864) 297-9744.

Additional information for residents of the following states:

Maryland: You may contact Priority Insurance by mail at 140 Milestone Way Suite A, Greenville, SC 29615 or by phone at 864-297-9744. 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

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>; and *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