

# **EXHIBIT 1**

This notice will be supplemented with any new significant facts learned subsequent to its submission. By providing this notice, Marines' Memorial Association & Foundation ("Marines' Memorial") does not waive any rights or defenses regarding the applicability of Maine law, the applicability of the Maine data event notification statute, or personal jurisdiction.

### **Nature of the Data Event**

Blackbaud reported that, in May 2020, it experienced a ransomware incident that resulted in encryption of certain Blackbaud systems. Blackbaud notified law enforcement and worked with forensic investigators to determine the nature and scope of the incident. After the completion of its investigation, Blackbaud informed its customers, including Marines' Memorial, that an unknown actor may have accessed or acquired certain Blackbaud customer data. Blackbaud reported that the data was exfiltrated at some point before Blackbaud locked the threat actor out of the environment on May 20, 2020. Upon receiving the notification of the Blackbaud incident on July 16, 2020, Marines' Memorial immediately commenced our own investigation to determine what, if any, sensitive Marines' Memorial data was potentially involved. This investigation included working with forensic investigators to gather further information from Blackbaud to understand the scope of the incident. Marines' Memorial obtained a list of potentially impacted individuals on January 27, 2021. Marines' Memorial then began reviewing its internal records to obtain address information for the impacted individuals so that they may be provided with notice of this event. The information that could have been subject to unauthorized access includes name, address, Social Security number, date of birth, bank / financial account number and military service number.

### **Notice to Maine Residents**

On April 6, 2021, Marines' Memorial provided written notice of this incident to all affected individuals, which includes eight (8) Maine residents. Written notice is being provided in substantially the same form as the letter attached here as *Exhibit A*.

### **Other Steps Taken and To Be Taken**

Upon discovering the event, Marines' Memorial moved quickly to investigate and respond to the incident and notify potentially affected individuals. Marines' Memorial is providing individuals whose personal information was potentially affected by this incident with access to credit monitoring services through Experian for one (1) year at no cost to the individuals.

Additionally, Marines' Memorial is providing impacted individuals with guidance on how to better protect against identity theft and fraud, including advising individuals to report any suspected incidents of identity theft or fraud to their credit card company and/or bank. Marines' Memorial is providing individuals with information on how to place a fraud alert and security freeze on one's credit file, the contact details for the national consumer reporting agencies, information on how to obtain a free credit report, a reminder to remain vigilant for incidents of fraud and identity theft by reviewing account statements and monitoring free credit reports, and encouragement to contact the Federal Trade Commission, their state Attorney General, and law enforcement to report attempted or actual identity theft and fraud. Marines' Memorial is also notifying regulators as required.

# **EXHIBIT A**



# MARINES' MEMORIAL



## ASSOCIATION & FOUNDATION

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

<<first\_name>> <<middle\_name>> <<last\_name>> <<suffix>>  
<<address\_1>>  
<<address\_2>>  
<<city>>, <<state\_province>> <<postal\_code>>  
<<country >>

### Notice of Data Breach

Dear <<first\_name>> <<middle\_name>> <<last\_name>> <<suffix>>,

We're writing to make you aware of a cyber incident involving a third-party vendor that stores membership data for the Marines' Memorial Association & Foundation, Blackbaud, Inc. ("Blackbaud"). Blackbaud is a cloud computing provider that offers customer relationship management and financial services tools to organizations, including Marines' Memorial. Upon receiving notice of the cyber incident, we immediately commenced an investigation to better understand the nature and scope of the incident and any impact it had on the data of our members, donors and guests. This notice provides information about the Blackbaud incident, our response, and resources available to you to help protect your information from possible misuse, should you feel it necessary to do so.

**What Happened?** Blackbaud reported that, in May 2020, it experienced a ransomware incident that resulted in encryption of certain Blackbaud systems. Blackbaud notified law enforcement and worked with forensic investigators to determine the nature and scope of the incident. After the completion of its investigation, Blackbaud informed its customers, including Marines' Memorial, that an unknown actor may have accessed or acquired certain Blackbaud customer data. Blackbaud reported that the data was exfiltrated at some point before Blackbaud locked the threat actor out of the environment on May 20, 2020. Upon receiving the notification of the Blackbaud incident on July 16, 2020, Marines' Memorial immediately commenced our own investigation to determine what, if any, sensitive Marines' Memorial data was potentially involved. This investigation included working with forensic investigators to gather further information from Blackbaud to understand the scope of the incident. Marines' Memorial obtained a list of potentially impacted individuals on January 27, 2021.

**What Information Was Involved?** Our investigation determined that the information included in the involved Blackbaud systems contained your: <<b2b\_text\_1(DataElements)>>. Please note that, to date, we have not received confirmation from Blackbaud that your specific information was viewed by an unauthorized individual.

**What We Are Doing.** This incident occurred through our third-party vendor, Blackbaud, and affected all of their corporate clients, including Marines' Memorial. This was not a compromise of Marines' Memorial's internal systems. However, as part of our ongoing commitment to the security of information in our care, we are diligently reviewing our existing policies and procedures regarding programs and services provided by our third-party vendors. Specifically, we are working with Blackbaud to confirm they have implemented additional measures and safeguards to protect against this type of incident in the future. Due to the type of information which may have been accessed, we will also be notifying state regulators, as required.

The confidentiality, privacy, and security of members', donors' and guests' information in our care are among our highest priorities, and we take this incident very seriously. To alleviate any concerns that you may have, Marines' Memorial is offering you access to 1 year of complimentary credit monitoring and identity protection services through Experian at no cost to you. Instructions on how to enroll in the credit monitoring and identity protection services may be found in the enclosed *Steps You Can Take to Help Protect Your Information*.

***What Can You Do?*** We encourage you to review the enclosed *Steps You Can Take to Help Protect Your Information*. There you will find general information on what you can do to help protect your personal information.

We understand that you may also have additional concerns about the incident at Blackbaud which are not addressed in this letter. If you have additional questions or need further assistance, please contact the call center at [1-800-441-1111](tel:1-800-441-1111) which has been set up specifically for this purpose. The call center is open Monday through Friday between the hours of 6:00 am and 3:30 pm Pacific Standard Time. Please note: the call center staff is only able to answer questions specific to the Blackbaud incident. They are unable to respond to requests on other topics such as MMA memberships, status of re-opening the Club & Hotel, future member events, etc. For these types of questions, we invite you to contact the Membership Department at [Member@marinesmemorial.org](mailto:Member@marinesmemorial.org) and we will be happy to assist you.

On behalf of the entire Marines' Memorial staff, we sincerely apologize for this incident with our vendor. Blackbaud has committed to greater transparency with their customers regarding significant investments in and improvements to their cyber security program. We at Marines' Memorial will continue to evaluate, monitor, and update all information systems and cyber protection tools.

Sincerely,

Marines' Memorial Association & Foundation

## STEPS YOU CAN TAKE TO HELP PROTECT YOUR INFORMATION

### Activate Identity Monitoring

To help protect your identity, we are offering a complimentary one-year membership of Experian's® IdentityWorks<sup>SM</sup>. This product provides you with superior identity detection and resolution of identity theft. To activate your membership and start monitoring your personal information please follow the steps below:

- Ensure that you **enroll by:** <<b2b\_text\_2(EnrollmentDeadline)>> (Your code will not work after this date.)
- **Visit** the Experian IdentityWorks website to enroll: <https://www.experianidworks.com/3bcredit>
- Provide your **activation code:** <<Member ID>>

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 <<b2b\_text\_2(EnrollmentDeadline)>>. Be prepared to provide engagement number <<b2b\_text\_3(EngagementNumber)>> as proof of eligibility for the identity restoration services by Experian.

### Monitor Your Accounts

Under U.S. law, a consumer is entitled to one free credit report annually from each of the three major credit reporting bureaus, Equifax, Experian, and TransUnion. To order your free credit report, visit [www.annualcreditreport.com](http://www.annualcreditreport.com) or call, toll-free, 1-877-322-8228. You may also directly contact the three major credit reporting bureaus listed below to request a free copy of your credit report.

Consumers have the right to place an initial or extended "fraud alert" on a credit file at no cost. An initial fraud alert is a 1-year alert that is placed on a consumer's credit file. Upon seeing a fraud alert display on a consumer's credit file, a business is required to take steps to verify the consumer's identity before extending new credit. If you are a victim of identity theft, you are entitled to an extended fraud alert, which is a fraud alert lasting seven years. Should you wish to place a fraud alert, please contact any one of the three major credit reporting bureaus listed below.

As an alternative to a fraud alert, consumers have the right to place a "credit freeze" on a credit report, which will prohibit a credit bureau from releasing information in the credit report without the consumer's express authorization. The credit freeze is designed to prevent credit, loans, and services from being approved in your name without your consent. However, you should be aware that using a credit freeze to take control over who gets access to the personal and financial information in your credit report may delay, interfere with, or prohibit the timely approval of any subsequent request or application you make regarding a new loan, credit, mortgage, or any other account involving the extension of credit. Pursuant to federal law, you cannot be charged to place or lift a credit freeze on your credit report. To request a security freeze, you will need to provide the following information:

1. Full name (including middle initial as well as Jr., Sr., II, III, etc.);
2. Social Security number;
3. Date of birth;
4. Addresses for the prior two to five years;
5. Proof of current address, such as a current utility bill or telephone bill;
6. A legible photocopy of a government-issued identification card (state driver's license or ID card, military identification, etc.); and
7. A copy of either the police report, investigative report, or complaint to a law enforcement agency concerning identity theft if you are a victim of identity theft.

Should you wish to place a fraud alert or credit freeze, please contact the three major credit reporting bureaus listed below:

<b>Equifax</b>	<b>Experian</b>	<b>TransUnion</b>
<a href="https://www.equifax.com/personal/credit-report-services/">https://www.equifax.com/personal/credit-report-services/</a>	<a href="https://www.experian.com/help/">https://www.experian.com/help/</a>	<a href="https://www.transunion.com/credit-help">https://www.transunion.com/credit-help</a>
888-298-0045	1-888-397-3742	833-395-6938
Equifax Fraud Alert, P.O. Box 105069 Atlanta, GA 30348-5069	Experian Fraud Alert, P.O. Box 9554, Allen, TX 75013	TransUnion Fraud Alert, P.O. Box 2000, Chester, PA 19016
Equifax Credit Freeze, P.O. Box 105788 Atlanta, GA 30348-5788	Experian Credit Freeze, P.O. Box 9554, Allen, TX 75013	TransUnion Credit Freeze, P.O. Box 160, Woodlyn, PA 19094

## **Additional Information**

You may further educate yourself regarding identity theft, fraud alerts, credit freezes, and the steps you can take to protect your personal information by contacting the consumer reporting bureaus, the Federal Trade Commission, or your state Attorney General. The Federal Trade Commission may be reached at: 600 Pennsylvania Avenue NW, Washington, DC 20580; [www.identitytheft.gov](http://www.identitytheft.gov); 1-877-ID-THEFT (1-877-438-4338); and TTY: 1-866-653-4261. The Federal Trade Commission also encourages those who discover that their information has been misused to file a complaint with them. You can obtain further information on how to file such a complaint by way of the contact information listed above. You have the right to file a police report if you ever experience identity theft or fraud. Please note that in order to file a report with law enforcement for identity theft, you will likely need to provide some proof that you have been a victim. Instances of known or suspected identity theft should also be reported to law enforcement and your state Attorney General. This notice has not been delayed by law enforcement.

*For District of Columbia residents*, the District of Columbia Attorney General may be contacted at: 400 6th Street, NW, Washington, DC 20001; 202-727-3400; and [oag@dc.gov](mailto:oag@dc.gov).

*For Maryland residents*, the Maryland Attorney General may be contacted at: 200 St. Paul Place, 16th Floor, Baltimore, MD 21202; 1-410-528-8662 or 1-888-743-0023; and [www.oag.state.md.us](http://www.oag.state.md.us). Marines' Memorial is located at 609 Sutter Street, San Francisco, CA 94102.

*For North Carolina residents*, the North Carolina Attorney General may be contacted at: 9001 Mail Service Center, Raleigh, NC 27699-9001; 1-877-566-7226 or 1-919-716-6000; and [www.ncdoj.gov](http://www.ncdoj.gov).

*For Rhode Island residents*, the Rhode Island Attorney General may be reached at: 150 South Main Street, Providence, RI 02903; [www.riag.ri.gov](http://www.riag.ri.gov); and 1-401-274-4400. Under Rhode Island law, you have the right to obtain any police report filed in regard to this incident. [There are 20 Rhode Island residents impacted by this incident.](#)

*For 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 bureaus 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 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. We encourage you to 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.

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