

August 5, 2022

Via Online Submission

Attorney General Aaron Frey
Office of the Attorney General
6 State House Station
Augusta, ME 04333

Re: Data Security Incident

Dear Attorney General Frey:

FisherBroyles, LLP represents Fisher Sports Group dba K1 Sportswear (“K1 Sportswear”), located at 1309 Avenue C, Cloquet, MN 55720 with respect to a data security incident described in more detail below. K1 Sportswear takes the security and privacy of the information in its control seriously and has taken steps to prevent a similar incident from occurring in the future.

1. Description of the Incident.

On or about June 7, 2021, K1 Sportswear became aware of a compromise to an employee’s email account, which may have resulted in the inadvertent exposure of personal information of individuals, including current and former K1 Sportswear customers and vendors, to an unknown individual who was not authorized to view it (the “Incident”). Since the Incident, K1 Sportswear has since worked diligently to determine what happened and the scope of this Incident.

Based on the results of an investigation conducted by third-party forensic vendor, K1 Sportswear determined that the following elements of personal information may have been accessed and/or acquired by an unauthorized individual: names, addresses and payment card information. The elements of personal information that may have been exposed as a result of this incident varies per individual.

As of this writing, K1 Sportswear has not received any reports of fraud or identity theft related to any individuals in regard to this matter.

2. Number of Maine residents affected.

K1 Sportswear discovered that the Incident may have resulted in the unauthorized exposure of information pertaining to one (1) Maine resident. A notification letter to this individual will be mailed on August 5, 2022, via First Class Mail. A sample copy of the notification letter is attached as **Exhibit A**.

FisherBroyles

3. Steps taken.

K1 Sportswear takes the privacy and security of their information seriously and has taken steps to protect the privacy and security of potentially impacted individuals' information. Upon discovery of the Incident, K1 Sportswear worked with cybersecurity counsel and a cyber forensic specialist to investigate how the Incident occurred and what information was compromised. K1 Sportswear is committed to ensuring the security of all information in its control and is taking steps to strengthen its security posture to prevent a similar event from occurring in the future. Additionally, the notified Maine resident was offered complimentary identity theft and credit monitoring services for twelve (12) months.

4. Contact information.

K1 Sportswear remains dedicated to protecting the sensitive information within its control. If you have any questions or need additional information, please do not hesitate to contact me at Richard.Reiter@fisherbroyles.com or (914) 523-2976.

Very truly yours,

Richard Reiter

Richard Reiter, Partner
FisherBroyles, LLP

Fisher Broyles

EXHIBIT A



Via First-Class Mail

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

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

<<b2b_text_1 (Notice of Data Incident)>>

Dear <<first_name>> <<middle_name>> <<last_name>> <<suffix>>,

K1 Sportswear recently experienced a data security incident which may have affected your personal information. We take the protection and proper use of your information seriously, and sincerely apologize for any inconvenience this incident may cause. This letter contains additional information about the incident, our response to this incident, and steps you can take to safeguard your information.

What Happened

On or about June 7, 2021, K1 Sportswear became aware of a compromise to a K1 Sportswear employee's email account, which may have resulted in the inadvertent exposure of sensitive information of current and former K1 Sportswear customers and vendors. We have since worked diligently to determine what happened and what information was involved as a result of this incident.

What Information Was Involved

A forensic investigation determined that an unauthorized individual gained access to a K1 Sportswear employee's email account between April 21, 2021 and June 8, 2021. The elements of your personal information that may have been compromised included, and potentially were not limited to your: name, address, and payment card information. Please note that there is no evidence at this time that any of your personal information has been misused as a result of this incident.

What We Are Doing

We are working with cybersecurity counsel to determine the actions to take in response to the incident. Together, we continue to investigate and closely monitor the situation. Further, we are taking steps to strengthen our security posture to prevent a similar event from occurring again in the future.

In addition, we are providing you with access to identity monitoring services at no charge for twelve (12) months (please find instructions below).

What You Can Do

Out of an abundance of caution, we have arranged for you to activate, at no cost to you, identity monitoring service for twelve (12) months provided by Kroll. Kroll is a global leader in risk mitigation and response, and their team has extensive experience helping people who have sustained an unintentional exposure of confidential data. Your identity monitoring services include Credit Monitoring, Fraud Consultation, and Identity Theft Restoration.

How to Activate:

Visit <https://enroll.krollmonitoring.com> to activate and take advantage of your identity monitoring services. Provide your Membership Number: <<Membership Number s_n>>. For more information about Kroll and your Identity Monitoring services, you can visit info.krollmonitoring.com.

Please note that to activate monitoring services, you may be required to provide your name, date of birth, and Social Security number through Kroll's automated system. The services to be provided by Kroll include:

Single Bureau Credit Monitoring - You will receive alerts when there are changes to your credit data—for instance, when a new line of credit is applied for in your name. If you do not recognize the activity, you'll have the option to call a Kroll fraud specialist, who can help you determine if it's 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 can dig deep to uncover the scope of the identity theft, and then work to resolve it.

You can sign up for the monitoring services anytime between now and <<b2b_text_6 (Date)>>. Due to privacy laws, we cannot register you directly. Please note that the identity monitoring services might not be available for individuals who do not have a credit file with the credit bureaus or an address in the United States (or its territories) and a valid Social Security number. Activating this service will not affect your credit score.

We encourage you to remain vigilant, monitor your accounts, and immediately report any suspicious activity or suspected misuse of your personal information. We also recommend that you review the following page, which contains important additional information about steps you can take to safeguard your personal information, such as the implementation of fraud alerts and security freezes.

For More Information

Please know that the protection of your personal information is a top priority, and we sincerely apologize for any concern or inconvenience that this matter may cause you. If you have any questions, please do not hesitate to call <<call center number>>, Monday – Friday, 8:00 AM-5:30 PM Central time, excluding U.S. holidays.

Sincerely,

K1 Sportswear



TAKE ADVANTAGE OF YOUR IDENTITY MONITORING SERVICES

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

Single Bureau Credit Monitoring

You will receive alerts when there are changes to your credit data—for instance, when a new line of credit is applied for in your name. If you do not recognize the activity, you'll 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.

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Kroll's activation website is only compatible with the current version or one version earlier of Chrome, Firefox, Safari and Edge.

To receive credit services, you must be over the age of 18 and have established credit in the U.S., have a Social Security number in your name, and have a U.S. residential address associated with your credit file.

Additional Important Information

For residents of Hawaii, Michigan, Missouri, Virginia, Vermont, and North Carolina: It is recommended by state law that you remain vigilant for incidents of fraud and identity theft by reviewing credit card account statements and monitoring your credit report for unauthorized activity.

For residents of Illinois, Iowa, Maryland, Missouri, North Carolina, Oregon, and West Virginia: It is required by state laws to inform you that you may obtain a copy of your credit report, free of charge, whether or not you suspect any unauthorized activity on your account. You may obtain a free copy of your credit report from each of the three nationwide credit reporting agencies. To order your free credit report, please visit www.annualcreditreport.com, or call toll-free at 1-877-322-8228. You can also order your annual free credit report by mailing a completed Annual Credit Report Request Form (available at <https://www.consumer.ftc.gov/articles/0155-free-credit-reports>) to: Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA, 30348-5281.

For residents of Iowa: State law advises you to report any suspected identity theft to law enforcement or to the Attorney General.

For residents of Oregon: State laws advise you to report any suspected identity theft to law enforcement, including the Attorney General, and the Federal Trade Commission.

For residents of Maryland, Rhode Island, Illinois, New York, and North Carolina: You can obtain information from the Maryland and North Carolina Offices of the Attorney General and the Federal Trade Commission about fraud alerts, security freezes, and steps you can take toward preventing identity theft.

Maryland Office of the Attorney General Consumer Protection Division, 200 St. Paul Place, Baltimore, MD 21202 1-888-743-0023 www.oag.state.md.us

Rhode Island Office of the Attorney General Consumer Protection, 150 South Main Street, Providence, RI 02903 1-401-274-4400 www.riag.ri.gov

North Carolina Office of the Attorney General Consumer Protection Division, 9001 Mail Service Center, Raleigh, NC 27699-9001 1-877-566-7226 www.ncdoj.com

Federal Trade Commission Consumer Response Center, 600 Pennsylvania Ave, NW Washington, DC 20580 1-877-IDTHEFT (438-4338) www.ftc.gov/idtheft

New York Office of Attorney General Consumer Frauds & Protection, The Capitol, Albany, NY 12224 1-800-771-7755 <https://ag.ny.gov/consumer-frauds/identity-theft>

For residents of Massachusetts: It is required by state law that you are informed of your right to obtain a police report if you are a victim of identity theft.

For residents of all states:

Fraud Alerts: You can place fraud alerts with the three credit bureaus by phone and online with Equifax (https://assets.equifax.com/assets/personal/Fraud_Alert_Request_Form.pdf); TransUnion (<https://www.transunion.com/fraud-alerts>); or Experian (<https://www.experian.com/fraud/center.html>). A fraud alert tells creditors to follow certain procedures, including contacting you, before they open any new accounts or change your existing accounts. For that reason, placing a fraud alert can protect you, but also may delay you when you seek to obtain credit. As of September 21, 2018, initial fraud alerts last for one year. Victims of identity theft can also get an extended fraud alert for seven years. The phone numbers for all three credit bureaus are at the bottom of this page.

Monitoring: You should always remain vigilant and monitor your accounts for suspicious or unusual activity.

Security Freeze: You also have the right to place a security freeze on your credit report. A security freeze is intended to prevent credit, loans, and services from being approved in your name without your consent. To place a security freeze on your credit report, you need to make a request to each consumer reporting agency. You may make that request by certified mail, overnight mail, regular stamped mail, or by following the instructions found at the websites listed below. The following information must be included when requesting a security freeze (note that if you are requesting a credit report for your spouse or a minor under the age of 16, this information must be provided for him/her as well): (1) full name, with middle initial and any suffixes; (2) Social Security number; (3) date of birth; (4) current address and any previous addresses for the past five years; and (5) any applicable incident report or complaint with a law enforcement agency or the Registry of Motor Vehicles. The request must also include a copy of a government-issued identification card and a copy of a recent utility bill or bank or insurance statement. It is essential that each copy be legible, display your name and current mailing address, and the date of issue. As of September 21, 2018, it is free to place, lift, or remove a security freeze. You may also place a security freeze for children under the age of 16. You may obtain a free security freeze by contacting any one or more of the following national consumer reporting agencies:

Equifax Security Freeze

P.O. Box 105788
Atlanta, GA 30348
equifax.com/personal/credit-report-services/
1-800-349-9960

Experian Security Freeze

P.O. Box 9554
Allen, TX 75013
experian.com/freeze/center.html
1-888-397-3742

TransUnion Security Freeze

P.O. Box 160
Woodlyn, PA 19094
transunion.com/credit-freeze
1-888-909-8872

More information can also be obtained by contacting the Federal Trade Commission listed above.