



LEWIS BRISBOIS BISGAARD & SMITH LLP

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May 7, 2021

**VIA EMAIL AND ONLINE PORTAL**

Attorney General Aaron Frey  
Office of the Attorney General  
Consumer Protection Division  
Security Breach Notification  
111 Sewall Street, 6th Floor  
Augusta, ME 04330  
Email: [breach.security@maine.gov](mailto:breach.security@maine.gov)

**Re: Notification of Data Security Incident**

Dear Attorney General Frey:

We represent the Arabian Horse Association (“the AHA”) with respect to a recent data security incident described in greater detail below. The AHA is taking steps to prevent similar incidents from occurring in the future.

**1. Nature of the security incident.**

The AHA recently discovered suspicious activity on its systems and began an investigation with assistance of cybersecurity experts. On April 23, 2021, the AHA determined that unauthorized access to personal information including names and Social Security numbers belonging to some the AHA prizewinners occurred on February 20, 2021 and/or on March 31, 2021. In response, the AHA took steps to identify current mailing addresses for the potentially impacted individuals so that the AHA could complete notification.

**2. Number of Maine residents affected.**

The AHA notified 8 residents of Maine of this data security incident via first class U.S. mail on May 3, 2021. A sample copy of the notification letter sent to the affected individuals is included with this correspondence.

**3. Steps taken relating to the incident.**

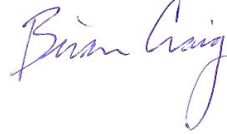
The AHA has taken steps in response to this incident to strengthen the security of personal information in its possession, in an effort to prevent similar incidents from occurring in the future.

These steps include enhancing the security of our environment by adopting password management software, installing endpoint protection software, resetting all passwords to employee accounts and restricting network access. In addition, although the AHA is not aware of any misuse of personal information, the AHA has offered affected individuals 12 months of credit monitoring and identity remediation services through IDX.

**4. Contact information.**

The AHA remains dedicated to protecting the personal information in its control. If you have any questions or need additional information, please do not hesitate to contact me at (202) 926-2904 or by e-mail at [brian.craig@lewisbrisbois.com](mailto:brian.craig@lewisbrisbois.com). Please let me know if you have any questions.

Respectfully,

A handwritten signature in blue ink that reads "Brian Craig". The signature is written in a cursive style with a large, looped "C" at the end.

Brian Craig of  
LEWIS BRISBOIS BISGAARD & SMITH LLP

BC

Encl.: Consumer Notification Letter

cc: Jacqueline Leahy, Associate, Lewis Brisbois Bisgaard & Smith LLP



ARABIAN  
HORSE ASSOCIATION

C/O IDX  
P.O. Box 1907  
Suwanee, GA 30024

To Enroll, Please Call:

833-664-2008

Or Visit:

<https://app.idx.us/account-creation/protect>

Enrollment Code: <<XXXXXXXXXX>>

<<First Name>> <<Last Name>>

<<Address1>> <<Address2>>

<<City>>, <<State>> <<Zip>>

May 3, 2021

## Re: Notice of Data Security Incident

Dear <<First Name>> <<Last Name>>,

We are writing to inform you of a data security incident that may have affected your personal information. The Arabian Horse Association takes the privacy and security of your personal information very seriously. We are sending you this letter to notify you about this incident, offer you credit and identity monitoring services, and inform you about steps you can take to protect your information.

**What Happened.** We recently detected suspicious activity involving the Arabian Horse Associations' computer systems. We immediately began an investigation to determine if any personal information was accessed or acquired without authorization. We engaged cybersecurity experts to assist us with this investigation. We also reported the matter to the Federal Bureau of Investigation (FBI) and will offer law enforcement whatever assistance is needed to hold the perpetrators accountable.

On April 23, 2021, we determined that some of your information may have been impacted in one or more data incidents that occurred on February 20, 2021 and/or on March 31, 2021. Out of an abundance of caution we are now notifying you of these incidents and providing you with information about how you can further protect your information, should you choose to do so.

**What Information Was Involved.** The following information may have been involved: your name, address, and Social Security number.

**What We Are Doing.** As soon as we discovered the incident, we took the steps referenced above. We also took steps to enhance the security of our digital environment. Additionally, we are offering 12 months of credit monitoring and identity protection services at no cost to you and providing you additional information about steps you can take to protect your personal information.

**What You Can Do.** You can follow the recommendations on the following page to protect your personal information. In addition, we encourage you to enroll in the credit monitoring services we are offering through IDX. To receive credit monitoring 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. You can enroll in the free IDX credit monitoring services by calling 833-664-2008 or going to <https://app.idx.us/account-creation/protect> and using the Enrollment Code provided above. IDX representatives are available Monday through Friday from 8:00 a.m. to 8:00 p.m. CST. Please note the deadline to enroll is August 3, 2021.

**For More Information.** If you have questions or need assistance, please call 833-664-2008, Monday through Friday from 8:00 a.m. to 8:00 p.m. CST. Please accept our sincere apologies and know that we deeply regret any worry or inconvenience that this may cause you.

Sincerely,

A handwritten signature in cursive script that reads "R. Stanton Morey". The signature is written in black ink and is positioned above the typed name.

Stan Morey  
Executive Director

Arabian Horse Association

## Steps You Can Take to Further Protect Your 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 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 can print this form at <https://www.annualcreditreport.com/cra/requestformfinal.pdf>. You also can contact one of the following three national credit reporting agencies:

<b>TransUnion</b>	<b>Experian</b>	<b>Equifax</b>	<b>Free Annual Report</b>
P.O. Box 1000	P.O. Box 9532	P.O. Box 105851	P.O. Box 105281
Chester, PA19016	Allen, TX 75013	Atlanta, GA 30348	Atlanta, GA 30348
1-800-909-8872	1-888-397-3742	1-800-685-1111	1-877-322-8228
<a href="http://www.transunion.com">www.transunion.com</a>	<a href="http://www.experian.com">www.experian.com</a>	<a href="http://www.equifax.com">www.equifax.com</a>	<a href="http://www.annualcreditreport.com">www.annualcreditreport.com</a>

**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 90 days. 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:** Under U.S. law, 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. Contact information for the FTC is: **Federal Trade Commission**, 600 Pennsylvania Ave, NW, Washington, DC 20580, [www.consumer.ftc.gov](http://www.consumer.ftc.gov) and [www.ftc.gov/idtheft](http://www.ftc.gov/idtheft), 1-877-438-4338. Residents of New York, Maryland, North Carolina, and Rhode Island can obtain more information from their Attorneys General using the contact information below.

<b>New York Attorney General Bureau of Internet and Technology Resources</b>	<b>Maryland Attorney General</b>	<b>North Carolina Attorney General</b>	<b>Rhode Island Attorney General</b>
28 Liberty Street New York, NY 10005 <a href="mailto:ifraud@ag.ny.gov">ifraud@ag.ny.gov</a> 1-212-416-8433	200 St. Paul Place Baltimore, MD 21202 <a href="http://www.oag.state.md.us">www.oag.state.md.us</a> 1-888-743-0023	9001 Mail Service Center Raleigh, NC 27699 <a href="http://www.ncdoj.gov">www.ncdoj.gov</a> 1-877-566-7226	150 South Main Street Providence, RI 02903 <a href="http://www.riag.ri.gov">www.riag.ri.gov</a> 401-274-4400

**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 others. For more information about the FCRA, and your rights pursuant to the FCRA, please visit [http://files.consumerfinance.gov/f/201504\\_cfpb\\_summary\\_your-rights-under-fcra.pdf](http://files.consumerfinance.gov/f/201504_cfpb_summary_your-rights-under-fcra.pdf)