

Appendix

On September 7, 2022, Laddawn, Inc. (“Laddawn”) identified suspicious activity within its environment that led to a service disruption. Laddawn immediately took measures to help secure its environment and began an investigation, which remains ongoing. On October 12, 2022, it was determined that an unauthorized actor accessed and may have successfully acquired personal information between September 6, 2022 and September 7, 2022. The particular types of personal information potentially involved may vary by individual. In general, such information may include the name and Social Security number of two Maine individuals.

On November 18, 2022, Laddawn is mailing notification letters to the Maine residents in accordance with Me. Rev. Stat. Tit. 10, §1348.¹ A copy of the notification is enclosed. Laddawn is offering two years of complimentary credit monitoring, fraud consultation, and identity theft restoration services through Cyberscout to all Maine residents. Laddawn has also established a dedicated call center for individuals to call with questions about the incident.

To help reduce the risk of a similar incident from occurring in the future, Laddawn is implementing additional security measures to enhance the security of the environment as well as providing training to employees concerning data security.

¹ This report does not waive Laddawn’s objection that Maine lacks regulatory authority over it related to any claims that may arise from this incident.

Laddawn, Inc.
c/o Cyberscout
P.O. Box 3923
Syracuse, NY 13220



November 18, 2022

Dear 

Laddawn writes to share important information with you about a data security incident that may have involved your personal information. In an abundance of caution, we are providing you with this notice so that you know what we are doing and the steps you may wish to take to protect your information should you feel it is appropriate. We regret that this incident occurred and take the security of your personal information seriously.

On September 7, 2022, we discovered suspicious activity in our environment that led to a service disruption. We immediately took measures to help secure our environment and began an investigation, which remains ongoing. On October 12, 2022, we determined that an unauthorized actor accessed and may have successfully acquired personal information between September 6, 2022 and September 7, 2022. The particular types of personal information potentially involved may vary by individual. In general, such information may include your name and Social Security number.

We regret any inconvenience or concern this incident may cause you. As a precaution, we arranged for you to receive a complimentary two-year membership in **Single Bureau Credit Monitoring/Single Bureau Credit Report/Single Bureau Credit Score**. These services provide you with alerts for twenty-four months from the date of enrollment when changes occur to your credit file. This notification is sent to you the same day that the change or update takes place with the bureau. Finally, we are providing you with proactive fraud assistance to help with any questions that you might have or in the event that you become a victim of fraud. These services will be provided by Cyberscout through Identity Force, a TransUnion company specializing in fraud assistance and remediation services. Single Bureau Credit Monitoring/Single Bureau Credit Report/Single Bureau Credit Score is free and enrolling in this program will not affect your credit score. **For instructions on how to activate your complimentary two-year membership and steps you can take to protect your information, please see the pages that follow this letter.**

As challenges to the cybersecurity landscape evolve, we continue to implement additional security measures to enhance the security of our environment and provide training to employees concerning data security. If you have any questions about the incident, please call 1-833-502-2705, Monday through Friday, from 8:00 a.m. to 8:00 p.m., Eastern Time, excluding holidays.

Sincerely,

A handwritten signature in black ink, appearing to read "J. Greene".

Jason Greene
Chief Legal Officer

How do I enroll for the free services?

To enroll in Credit Monitoring services at no charge, please log on to [REDACTED] and follow the instructions provided. When prompted please provide the following unique code to receive services: [REDACTED]. In order for you to receive the monitoring services described above, you must enroll within 90 days from the date of this letter. The enrollment requires an internet connection and e-mail account and may not be available to minors under the age of 18 years of age. Please note that when signing up for monitoring services, you may be asked to verify personal information for your own protection to confirm your identity.

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 over the next 12 to 24 months. 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.identitytheft.gov

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.

Additional information for residents of the following states:

Connecticut: You may contact and obtain information from your state attorney general at: *Connecticut Attorney General's Office*, 165 Capitol Ave, Hartford, CT 06106, 1-860-808-5318, www.ct.gov/ag

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

Rhode Island: This incident involves 1 individual in 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

Laddawn can be contacted via mail at 155 Jackson Road Devens, MA 01434-5614, or by phone at 800-446-3639.