

EXHIBIT 1

We represent TT of Willow, LLC d/b/a AutoFair Hyundai, Genesis of Manchester (“AutoFair Hyundai”) located at 1477 S Willow St, Manchester, New Hampshire 03103, and are writing to notify your office of an incident that may affect the security of certain personal information relating to six (6) Maine residents. This notice may be supplemented with any new significant facts learned subsequent to its submission. By providing this notice, AutoFair Hyundai 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

On June 22, 2023, AutoFair Hyundai discovered suspicious activity involving an employee email account. AutoFair Hyundai immediately secured the account involved and launched an investigation to determine the full nature and scope of the incident. Through this investigation, it was determined that an employee’s email account was subject to unauthorized access between June 13, 2023, and June 14, 2023. AutoFair Hyundai then undertook a comprehensive review of the contents of the affected account to determine what information was contained therein and to whom it relates. Through the review, on or about September 6, 2023, AutoFair Hyundai determined that sensitive information was present in the affected email account at the time of the incident, and may have been accessed without authorization.

The information that could have been subject to unauthorized access includes name, Social Security number, driver’s license or state identification number, and financial account information.

Notice to Maine Residents

On or about October 4, 2023, AutoFair Hyundai provided written notice of this incident to six (6) 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, AutoFair Hyundai moved quickly to investigate and respond to the incident, assess the security of AutoFair Hyundai systems, and identify potentially affected individuals. AutoFair Hyundai is also working to implement additional safeguards and training to its employees. AutoFair Hyundai is providing access to credit monitoring services for twenty-four (24) months, through Experian, to individuals whose personal information was potentially affected by this incident, at no cost to these individuals.

Additionally, AutoFair Hyundai is providing impacted individuals with guidance on how to better protect against identity theft and fraud. AutoFair Hyundai 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.

EXHIBIT A



Return Mail Processing
 PO Box 589
 Claysburg, PA 16625-0589

October 4, 2023

K0974-L02-0000002 T00001 P001 *****SCH 5-DIGIT 12345



SAMPLE A SAMPLE - L02 INDIVIDUAL
 APT ABC
 123 ANY STREET
 ANYTOWN, ST 12345-6789



NOTICE OF [Extra1]

Dear Sample A. Sample:

TT of Willow, LLC d/b/a AutoFair Hyundai, Genesis of Manchester (“AutoFair Hyundai”) is writing to notify you of an incident that may affect the privacy of some of your information. We take this incident very seriously and are providing details of the incident and the resources available to you to help protect your information from possible misuse, should you feel it is appropriate to do so.

What Happened? On June 22, 2023, AutoFair Hyundai discovered suspicious activity involving an employee email account. We immediately secured the account involved and launched an investigation to determine the full nature and scope of the incident. Through this investigation, we determined that an employee’s email account was subject to unauthorized access between June 13, 2023, and June 14, 2023. We then undertook a comprehensive review of the contents of the affected account to determine what information was contained therein and to whom it relates. Through the review, on or about September 6, 2023, we determined that information related to you was present in the affected email account at the time of the incident and may have been accessed without authorization.

What Information Was Involved? While we have no evidence that any of your information has been misused, and we cannot confirm whether your information was actually accessed or viewed without authorization, we are notifying you and providing information and resources to help protect your personal information. The following types of your information may have impacted: your name and [Extra2].

What We Are Doing. Upon discovery of this incident, we immediately took steps to secure the email account and conducted a diligent investigation to confirm the nature and scope of the incident. As part of our ongoing commitment to the security of information, our policies and procedures regarding information security are being reviewed and enhanced, additional safeguards have been implemented, and additional training is being conducted to reduce the likelihood of a similar event in the future.

As an added precaution, we are also offering you complimentary access to twenty-four (24) months of credit monitoring and identity theft restoration services, through Experian. You will need to enroll yourself in these services if you wish to do so, as we are not able to activate them on your behalf. Please review the instructions contained in the attached *Steps You Can Take to Help Protect Your Personal Information* for additional information on these services.



What You Can Do. We encourage you to remain vigilant against incidents of identity theft and fraud, to monitor your account statements for suspicious activity and to detect errors, and to review your credit reports for suspicious activity. You may also review the enclosed *Steps You Can Take To Help Protect Your Personal Information* for additional guidance to better protect against the possibility of identity theft and fraud. We also encourage you to enroll in the complimentary credit monitoring services we are offering you.

For More Information. We understand you may have questions about the incident that are not addressed in this letter. If you have additional questions, please call our dedicated assistance line at 1-866-362-1838. This toll-free line is available Monday – Friday from 9:00 am to 11:00 pm Eastern Time and Saturday and Sunday 11:00 am – 8:00 pm Eastern Time (excluding major U.S. Holidays). You may also write to AutoFair Hyundai at 1477 S. Willow St., Manchester, NH 03103.

We continue to devote significant resources to protect and maintain the confidentiality of information entrusted to us and regret any inconvenience or concern this notification may cause you.

Sincerely,

TT of Willow, LLC d/b/a AutoFair Hyundai, Genesis of Manchester

STEPS YOU CAN TAKE TO HELP PROTECT YOUR PERSONAL INFORMATION

Enroll in Credit and Identity Monitoring

To help protect your identity, we are offering complimentary access to Experian IdentityWorksSM for twenty-four (24) months.

If you believe there was fraudulent use of your information as a result of this incident and would like to discuss how you may be able to resolve those issues, please reach out to an Experian agent. If, after discussing your situation with an agent, it is determined that identity restoration support is needed then an Experian Identity Restoration agent is available to work with you to investigate and resolve each incident of fraud that occurred from the date of the incident (including, as appropriate, helping you with contacting credit grantors to dispute charges and close accounts; assisting you in placing a freeze on your credit file with the three major credit bureaus; and assisting you with contacting government agencies to help restore your identity to its proper condition).

Please note that Identity Restoration is available to you for twenty-four (24) months from the date of this letter and does not require any action on your part at this time. The Terms and Conditions for this offer are located at www.ExperianIDWorks.com/restoration.

While identity restoration assistance is immediately available to you, we also encourage you to activate the fraud detection tools available through Experian IdentityWorks as a complimentary twenty-four (24)-month membership. This product provides you with superior identity detection and resolution of identity theft. To start monitoring your personal information, please follow the steps below:

- Ensure that you **enroll by January 31, 2024** (Your code will not work after this date.)
- **Visit** the Experian IdentityWorks website to enroll: <https://www.experianidworks.com/credit>
- Provide your **activation code: ABCDEFGHI**

If you have questions about the product, need assistance with Identity Restoration that arose as a result of this incident, or would like an alternative to enrolling in Experian IdentityWorks online, please contact Experian's customer care team at 1-866-362-1838 by January 31, 2024. Be prepared to provide engagement number B105683 as proof of eligibility for the Identity Restoration services by Experian.

ADDITIONAL DETAILS REGARDING YOUR TWENTY-FOUR (24)-MONTH EXPERIAN IDENTITYWORKS MEMBERSHIP

A credit card is not required for enrollment in Experian IdentityWorks. You can contact Experian immediately regarding any fraud issues, and have access to the following features once you enroll in Experian IdentityWorks:

- **Experian credit report at signup:** See what information is associated with your credit file. Daily credit reports are available for online members only.*
- **Credit Monitoring:** Actively monitors Experian file for indicators of fraud.
- **Identity Restoration:** Identity Restoration specialists are immediately available to help you address credit and non-credit related fraud.
- **Experian IdentityWorks ExtendCARETM:** You receive the same high-level of Identity Restoration support even after your Experian IdentityWorks membership has expired.
- **\$1 Million Identity Theft Insurance^{**}:** Provides coverage for certain costs and unauthorized electronic fund transfers.

* Offline members will be eligible to call for additional reports quarterly after enrolling.

** The Identity Theft Insurance is underwritten and administered by American Bankers Insurance Company of Florida, an Assurant company. Please refer to the actual policies for terms, conditions, and exclusions of coverage. Coverage may not be available in all jurisdictions.



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 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 may need to provide the following information, depending on whether you make the request online, by phone, or by mail:

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, etc.);
7. Social Security Card, pay stub, or W2;
8. If you are a victim of identity theft, include a copy of either the police report, investigative report, or complaint to a law enforcement agency concerning identity theft.

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

Equifax	Experian	TransUnion
https://www.equifax.com/personal/credit-report-services/	https://www.experian.com/help/	https://www.transunion.com/credit-help
888-298-0045	1-888-397-3742	1-800-916-8800
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; 1-877-ID-THEFT (1-877-438-4338); and TTY: 1-866-653-4261. The Federal Trade Commission 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.

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 <https://www.marylandattorneygeneral.gov/>.

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 https://files.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/>.

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.

For Rhode Island residents, the Rhode Island Attorney General may be reached at: 150 South Main Street, Providence, RI 02903; 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 event. There are approximately 0 Rhode Island residents impacted by this event.



