



Brian Craig
2112 Pennsylvania Avenue NW, Suite 500
Washington, DC 20037
Brian.Craig@lewisbrisbois.com
Direct: 202.926.2904

May 18, 2021

VIA EMAIL

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

Re: Notification of Data Security Incident - Update

Dear Attorney General Frey:

We represent the Arabian Horse Association (“the AHA”). We previously notified your offices on May 8, 2021, of a data security incident that may have involved the personal information of 8 Maine residents based upon preliminary information available to AHA at that time.

At the time of our prior notification, AHA’s review of data potentially exposed as a result of the incident was ongoing. This review concluded May 13, 2021, and the final phase of this review identified additional state residents that were potentially affected. The personal information potentially involved included individuals’ names and Social Security numbers.

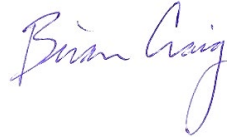
AHA notified one additional Maine resident on May 18, 2021. AHA offered all potentially affected individuals credit monitoring and identity theft protection services through IDX. A template copy of the notice sent to the potentially affected individuals is attached.

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 AHA’s 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 monitoring services through IDX.

May 18, 2021
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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. 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 to the right of the word "Sincerely,".

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:

TransUnion	Experian	Equifax	Free Annual Report
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
www.transunion.com	www.experian.com	www.equifax.com	www.annualcreditreport.com

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 and 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.

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



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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
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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 and 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.

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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