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APR 18 2024

CONSUMER PROTECTION

Member, International Franchise Association

Goddard Systems, LLC | 1016 W. Ninth Ave., King of Prussia, PA 19406 | 610-265-8510 | Fax: 610-265-8867 | GoddardSchool.com

April 12, 2024

New Hampshire Office of the Attorney General
1 Granite Place South
Concord, NH 03301

TRANSMITTED VIA U.S. MAIL

Re: Notice of Data Breach

To Whom It May Concern:

Goddard Systems, LLC ("Goddard") is writing to provide you with notice of an incident that may affect the personal information of six (6) New Hampshire residents. By providing this notice, Goddard does not waive any rights or defenses regarding the applicability of New Hampshire law or personal jurisdiction. Goddard's investigation is ongoing, and this notice will be supplemented with any material facts learned subsequent to its submission.

Background

On September 13, 2023, Goddard identified suspicious activity in an employee's email account. Goddard immediately took steps to further secure the email account and launched an investigation, with the assistance of a third-party forensic investigation firm, to determine the nature and scope of the incident. The investigation identified anomalous activity from September 8, 2023, to September 13, 2023. Goddard then conducted an in-depth review of the information within the account during the incident to determine whose information may have been impacted by this event, and a secondary review of Goddard systems to identify address information for the individuals requiring notice of this event. On March 13, 2024, while Goddard's third-party forensic investigation did not uncover any evidence to date to suggest that any of this data was accessed by an unauthorized party, Goddard was able to determine that that personal information of New Hampshire residents was contained in the email account during the incident. This personal information includes:

Notice to Residents

Out of an abundance of caution, Goddard mailed written notice of this incident to potentially impacted individuals on April 12, 2024, in substantially the same form as the letter attached as *Exhibit A*.

Steps Taken

Goddard is offering potentially impacted individuals with of complimentary credit monitoring and identity restoration services, as well as additional information on how to protect against identity theft and fraud. In order to better protect against a similar incident from occurring in the future, Goddard reset multi-factor authentication, revised email access policies and permission restrictions, and is reviewing its data security policies and procedures.

In addition to providing this notice to your office, Goddard has provided notice of this incident to other state regulators as required.

Contact

Should you have any questions regarding this notification of other aspects of this incident, please contact me at

Sincerely,

Cynthia Turner
Senior Vice President, Chief Legal Officer
Goddard Systems, LLC

Attachment – *Exhibit A*

Exhibit A
Adult Notice Letter

Goddard Systems, LLC
c/o Cyberscout
1 Keystone Ave., Unit 700
Cherry Hill, NJ 08003
DB08489 1-1



THE
GODDARD SCHOOL[®]
FOR EARLY CHILDHOOD DEVELOPMENT



April 12, 2024

Re: Notice of Data Breach

Dear [REDACTED]:

Goddard Systems, LLC (“Goddard”), manager of The Goddard School® franchise system, is writing to notify you of a cybersecurity incident that may impact your personal data. This letter provides information about the incident, our response, and resources available to you to help protect your data, should you feel it necessary to do so.

What Happened? On September 13, 2023, Goddard identified suspicious activity in an employee’s email account. Goddard immediately further secured the email account and launched an investigation, with the assistance of third-party cybersecurity forensic specialists, to determine the nature and scope of the incident. The investigation identified abnormal activity from September 8, 2023, to September 13, 2023. Goddard then conducted an in-depth review of the affected email account to determine whose information may have been impacted by this event, and a secondary review of Goddard’s systems to identify address information for the individuals requiring notice of this event. On March 13, 2024, our investigation determined that some of your data was contained in the affected email account. However, our third-party forensic investigation did not uncover any evidence to date to suggest that any of this data was accessed by an unauthorized party.

What Information Was Involved? We determined that the following personal data related to you was contained in the impacted email account during the time of the incident: [REDACTED].

What We Are Doing. We are offering you Single Bureau Credit Monitoring/Single Bureau Credit Report/Single Bureau Credit Score services at no charge. These services provide you with alerts for [REDACTED] 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, a TransUnion company specializing in fraud assistance and remediation services.

As part of Goddard’s ongoing commitment to information security, we have reset multi-factor authentication, revised email access policies and permission restrictions, and are reviewing our data security policies and procedures. In addition to notifying you, Goddard also notified state regulators of this incident where required.

What You Can Do. You can review the enclosed *Steps You Can Take To Help Protect Your Data*, which contains instructions on how to enroll in the complimentary credit monitoring and identity restoration services. It also includes additional information on what you can do to better protect against the possibility of identity theft and fraud, if you feel it is appropriate to do so. Please note that while Goddard will cover the cost of TransUnion’s services, you must complete the enrollment process.

For More Information. We understand you may have questions that are not answered in this letter. To ensure your questions are answered in a timely manner, please contact our dedicated call center at which is available 8:00 a.m. to 8:00 p.m. Eastern time, Monday through Friday, excluding holidays. Please be prepared to provide engagement number [REDACTED] upon calling.

Sincerely,

Kenneth J. Johnson
Vice President, IT Infrastructure and Security
Goddard Systems, LLC

STEPS YOU CAN TAKE TO HELP PROTECT YOUR DATA

Enroll in Credit Monitoring: To enroll in Credit Monitoring services at no charge, please log on to www.mytrueidentity.com 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.

Monitor your accounts: We encourage you to remain vigilant against incidents of identity theft and fraud by reviewing your account statements and monitoring your free credit reports for suspicious activity or errors. If the login information and/or security question answer for your online account was potentially impacted, we encourage you to promptly change your username, password, and/or security question answer, or take other appropriate steps to protect all online accounts using the same login information or security question answer.

Check credit reports: Under United States law, you are entitled to one free credit report annually from each of the three major credit reporting bureaus. To order your free credit report, visit www.annualcreditreport.com or call, toll-free, 1-877-322-8228. You may also contact the three major credit bureaus directly to request a free copy of your credit report. You may also contact the three major credit bureaus directly to request a free copy of your credit report at:

Equifax
P.O. Box 740256
Atlanta, GA 30374
1-800-525-6285
www.equifax.com

Experian
P.O. Box 2002
Allen, TX 75013
1-888-397-3742
www.experian.com

Transunion
P.O. Box 2000
Chester, PA 10916
1-800-680-7289
www.transunion.com

Place a security freeze: You may place a security freeze on your credit reports, free of charge. A security freeze prohibits a credit reporting agency from releasing any information from a consumer's credit report without written authorization. However, please be aware that placing a security freeze on your credit report may delay, interfere with, or prevent the timely approval of any requests you make for new loans, credit mortgages, employment, housing, or other services. You will need to place a security freeze separately with each of the three major credit bureaus if you wish to place a freeze on all of your credit files. In order to request a security freeze, you will need to supply your full name, address, date of birth, Social Security number, current address, all addresses for up to five previous years, email address, a copy of your state identification card or driver's license, and a copy of a utility bill, bank or insurance statement, or other statement proving residence. To find out more on how to place a security freeze, contact the credit reporting agencies at:

Equifax
P.O. Box 105788
Atlanta, GA 30348
1-888-298-0045

Experian
P.O. Box 9554
Allen, TX 75013
1-888-397-3742

Transunion
P.O. Box 160
Woodlyn, PA 19094
1-800-916-8800

www.equifax.com/personal/credit-report-services/credit-freeze/

www.experian.com/freeze

www.transunion.com/credit-freeze

Place a fraud alert: At no charge, you can also have the three major credit bureaus place a "fraud alert" on your file that alerts creditors to take additional steps to verify your identity before granting credit in your name. Note, however, that because it tells creditors to follow certain procedures to protect you, it may also delay your ability to obtain credit while the agency verifies your identity. As soon as one credit bureau confirms your fraud alert, the others are notified to place fraud alerts on your file. Should you wish

to place a fraud alert, or should you have any questions regarding your credit report, please contact the credit reporting agencies.

Review additional resources: You can further educate yourself regarding identity theft, security freezes, fraud alerts, and the steps you can take to protect yourself against identity theft and fraud by contacting the Federal Trade Commission or your state Attorney General. The Federal Trade Commission can 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 data has been misused to file a complaint with them. Instances of known or suspected identity theft should be promptly reported to law enforcement, the Federal Trade Commission, and your state Attorney General. You have the right to file a police report if you ever experience identity theft or fraud. This notification was not delayed by law enforcement.

For Maryland residents: The Attorney General can be contacted at 200 St. Paul Place, 16th Floor, Baltimore, Maryland 21202; 888-743-0023; and www.oag.state.md.us. Goddard is located at 1016 West Ninth Avenue, King of Prussia, PA 19406, and its telephone number is (800) 463-3273.

For New York residents: The Attorney General can be contacted at: Office of the Attorney General, The Capital, Albany, New York 12224; 1-800-771-7755; and ag.ny.gov.

For North Carolina residents: The Attorney General can be contacted at 9001 Mail Service Center, Raleigh, North Carolina 27699; 877-566-7226; and www.ncdoj.gov.

For District of Columbia residents: The Attorney General can be contacted at 400 6th Street NW, Washington, D.C. 20001; 202-727-3400; oag.dc.gov.