

November 6, 2023

**VIA CERTIFIED MAIL – RETURN RECEIPT REQUESTED**

Attorney General John M. Formella  
Office of the Attorney General  
Department of Justice  
33 Capitol Street  
Concord, NH 03301

RECEIVED  
NOV 13 2023  
CONSUMER PROTECTION

RE: Data Incident Notification Update

Dear Attorney General Formella:

Our firm represents Baird Insurance Services, Inc. and Robert W. Baird & Co. Incorporated (collectively “Baird”). Since Baird’s August 4, 2023 initial notice, Baird was notified by additional insurance companies that they were impacted by the Pension Benefit Information, LLC (“PBI”) MOVEit incident. As a result, an additional 1 New Hampshire resident that is either a Baird Insurance Services, Inc. or Robert W. Baird & Co. Incorporated client was notified by either PBI or the applicable insurance company of the incident. In total, through four insurance companies, 2 New Hampshire residents that are either Baird Insurance Services, Inc. or Robert W. Baird & Co. Incorporated clients were impacted by the PBI MOVEit incident and notified of the incident. In light of the foregoing, Baird has updated its initial notice to your office (via this letter).

Baird reserves the right to supplement this notice with any significant details learned subsequent to this submission. By providing this notice, Baird does not waive any rights or defenses regarding the applicability of New Hampshire law, including the applicability of NH Rev Stat § 359-C:20, the applicability of any other laws of this or any other state, or the existence of personal jurisdiction over Baird.

Please do not hesitate to contact me if you have any questions regarding this matter.

Sincerely,

GODFREY &amp; KAHN, S.C.

Sarah A. Sargent