

March 30, 2021

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**VIA EMAIL (DOJ-CPB@DOJ.NH.GOV)**

Attorney General Gordon MacDonald  
Office of the Attorney General  
Consumer Protection Bureau  
33 Capitol Street  
Concord, NH 03301

**Re: Notification of Cybersecurity Incident Potentially Affecting New Hampshire Residents**

Dear Madam/Sir:

We represent Curlew Hills Memory Gardens (“Curlew”) in connection with a recent incident that may have impacted the security of certain personal information of two (2) New Hampshire residents. Curlew is reporting potential unauthorized access to this information.

By providing this notice, Curlew does not waive any potential rights or defenses regarding applicability of New Hampshire law in connection with this incident.

**Background of the Incident**

Curlew is a cemetery located at 1750 Curlew Rd, Palm Harbor, FL 34683. Curlew learned on March 15, 2021, that certain data may have been at issue in a data security incident that affected Curlew’s systems. An unauthorized third party gained access to Curlew’s systems and installed ransomware that encrypted Curlew’s systems, and the third party threatened to release personal information if the ransom was not paid. Curlew paid the ransom in exchange for proof that the threat actor had deleted the data. Curlew also retained a computer forensics vendor to investigate the incident and determine whether any personal data was compromised. Although Curlew has no evidence that any personal information has been misused, the forensics investigator could not rule out the possibility that the unauthorized third party accessed and exfiltrated personal information from our system. Accordingly, out of an abundance of caution, Curlew is providing notice. Curlew has terminated the unauthorized third party’s access to the Curlew systems and restored those systems. Curlew also is taking steps to further bolster its systems against future attacks.

The information potentially at risk included name, postal mailing address, and/or Social Security number.

**Notice to the New Hampshire Residents**

On or about March 30, 2021, Curlew notified the two potentially affected New Hampshire residents of the incident. Enclosed is a sample of the notification letter that was sent to those residents via United States first-class mail. Curlew has arranged to offer one (1) year of complimentary credit

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monitoring and identity theft protection through IDX to the potentially affected New Hampshire residents.

**Contact Information**

Please contact me if you have any questions or if I can provide you with any further information concerning this matter. Thank you.

Sincerely,

Bryan K. Clark

cc: Curlew Hills Memory Gardens



C/O IDX  
P.O. Box 1907  
Suwanee, GA 30024

To Enroll, Please Call:  
1-833-903-3648  
Or Visit:  
[https://app.idx.us/account-  
creation/protect](https://app.idx.us/account-creation/protect)  
Enrollment Code: <<XXXXXXXX>>

<<First Name>> <<Last Name>>  
<<Address1>> <<Address2>>  
<<City>>, <<State>> <<Zip>>

March 30, 2021

Dear <<First Name>> <<Last Name>>,

Curlew Hills learned on March 15, 2021, that your data may have been at issue in a data security incident that affected Curlew's systems. An unauthorized third party gained access to Curlew's systems and installed ransomware that encrypted Curlew's systems, and the third party threatened to release personal information if the ransom was not paid. Curlew paid the ransom in exchange for proof that the threat actor had deleted the data. Curlew also retained a computer forensics vendor to investigate the incident and determine whether any personal data was compromised. Although we have no evidence that any personal information has been misused, the forensics investigator could not rule out the possibility that the unauthorized third party accessed and exfiltrated personal information from our system. Accordingly, out of an abundance of caution, we're providing this notice to individuals whose information could potentially be at risk.

### **What Information Was Involved**

The information potentially at risk could have included your name, postal mailing address, and/or Social Security number.

### **What We Are Doing**

**Investigation.** Upon learning of the incident, Curlew conducted a full investigation to determine the degree to which any personal information had been accessed. Again, we have no evidence that your information was misused, and we are sending you this letter out of an abundance of caution.

**Mitigation.** Curlew Hills has retained IDX a nationally recognized company to provide, at no cost to you, identity theft protection and credit monitoring services. The steps for opting into these services are set forth below. Curlew Hills also paid a ransom to further reduce the likelihood that personal information would be further disclosed. We also have notified the IRS so that they can scrutinize any returns using your information for potential tax fraud.

**Protection Against Further Harm.** Curlew has terminated the unauthorized third party's access to the Curlew systems and restored those systems. Curlew also is taking steps to further bolster its systems against future attacks.

### **What You Can Do**

Curlew Hills is offering identity theft protection services through IDX. IDX identity protection services include: <<Membership Offering Length>> of credit and CyberScan monitoring, a \$1,000,000 insurance reimbursement policy, and fully managed identity theft recovery services. With this protection, IDX will help you resolve issues if your identity is compromised.

We encourage you to contact IDX with any questions and to enroll in free identity protection services by calling 1-833-903-3648 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 9 am - 9 pm Eastern Time. Please note the deadline to enroll is June 30, 2021.

Again, we have no evidence that your information has been misused. However, we encourage you to take full advantage of this service offering. IDX representatives have been fully versed on the incident and can answer questions or concerns you may have regarding protection of your personal information.

You will find detailed instructions for enrollment on the enclosed Recommended Steps document. Also, you will need to reference the enrollment code at the top of this letter when calling or enrolling online, so please do not discard this letter.

**For More Information**

If you have questions or concerns, please contact our toll free number, 1-833-903-3648, between the hours of 9 am – 9 pm Eastern. Additionally, for more information about avoiding identity theft, you can contact the Federal Trade Commission at 600 Pennsylvania Ave. N.W., Washington, D.C. 20580, 1-877-ID-THEFT, [consumer.ftc.gov](http://consumer.ftc.gov).

Sincerely,

A handwritten signature in black ink, appearing to read "Keenan Knopke". The signature is fluid and cursive, written in a professional style.

Keenan Knopke, CCFE  
President and CEO  
Curlew Hills Memory Gardens

## Recommended Steps to Help Protect Your Information

**1. Website and Enrollment.** Go to <https://app.idx.us/account-creation/protect> and follow the instructions for enrollment using your Enrollment Code provided at the top of the letter.

**2. Activate the credit monitoring** provided as part of your IDX identity protection membership. The monitoring included in the membership must be activated to be effective. Note: You must have established credit and access to a computer and the Internet to use this service. If you need assistance, IDX will be able to assist you.

**3. Telephone.** Contact IDX at 1-833-903-3648 to gain additional information about this event and speak with knowledgeable representatives about the appropriate steps to take to protect your credit identity.

**4. Review your credit reports.** We recommend that you remain vigilant by reviewing account statements and monitoring credit reports. Under federal law, you also are entitled every 12 months to one free copy of your credit report from each of the three major credit reporting companies. To obtain a free annual credit report, go to [www.annualcreditreport.com](http://www.annualcreditreport.com) or call 1-877-322-8228. You may wish to stagger your requests so that you receive a free report by one of the three credit bureaus every four months.

If you discover any suspicious items and have enrolled in IDX identity protection, notify them immediately by calling or by logging into the IDX website and filing a request for help.

If you file a request for help or report suspicious activity, you will be contacted by a member of our ID Care team who will help you determine the cause of the suspicious items. In the unlikely event that you fall victim to identity theft as a consequence of this incident, you will be assigned an ID Care Specialist who will work on your behalf to identify, stop and reverse the damage quickly.

You should also know that you have the right to file a police report if you ever experience identity fraud. Please note that in order to file a crime report or incident report with law enforcement for identity theft, you will likely need to provide some kind of proof that you have been a victim. A police report is often required to dispute fraudulent items. You can report suspected incidents of identity theft to local law enforcement or to the Attorney General.

**5. Place Fraud Alerts** with the three credit bureaus. If you choose to place a fraud alert, we recommend you do this after activating your credit monitoring. You can place a fraud alert at one of the three major credit bureaus by phone and also via Experian's or Equifax's website. A fraud alert tells creditors to follow certain procedures, including contacting you, before they open any new accounts or change your existing accounts. For that reason, placing a fraud alert can protect you, but also may delay you when you seek to obtain credit. The contact information for all three bureaus is as follows:

### Credit Bureaus

Equifax Fraud Reporting  
1-866-349-5191  
P.O. Box 105069  
Atlanta, GA 30348-5069  
[www.equifax.com](http://www.equifax.com)

Experian Fraud Reporting  
1-888-397-3742  
P.O. Box 9554  
Allen, TX 75013  
[www.experian.com](http://www.experian.com)

TransUnion Fraud Reporting  
1-800-680-7289  
P.O. Box 2000  
Chester, PA 19022-2000  
[www.transunion.com](http://www.transunion.com)

It is necessary to contact only ONE of these bureaus and use only ONE of these methods. As soon as one of the three bureaus confirms your fraud alert, the others are notified to place alerts on their records as well. You will receive confirmation letters in the mail and will then be able to order all three credit reports, free of charge, for your review. An initial fraud alert will last for one year.

**Please Note: No one is allowed to place a fraud alert on your credit report except you.**

**6. Security Freeze.** By placing a security freeze, someone who fraudulently acquires your personal identifying information will not be able to use that information to open new accounts or borrow money in your name. You will need to contact the three national credit reporting bureaus listed above to place the freeze. Keep in mind that when you place the freeze, you will not be able to borrow money, obtain instant credit, or get a new credit card until you temporarily lift or permanently remove the freeze. There is no cost to freeze or unfreeze your credit files.

**7. You can obtain additional information** about the steps you can take to avoid identity theft from the following agencies. The Federal Trade Commission also encourages those who discover that their information has been misused to file a complaint with them.

**California Residents:** Visit the California Office of Privacy Protection ([www.oag.ca.gov/privacy](http://www.oag.ca.gov/privacy)) for additional information on protection against identity theft.

**Kentucky Residents:** Office of the Attorney General of Kentucky, 700 Capitol Avenue, Suite 118 Frankfort, Kentucky 40601, [www.ag.ky.gov](http://www.ag.ky.gov), Telephone: 1-502-696-5300.

**Maryland Residents:** Office of the Attorney General of Maryland, Consumer Protection Division 200 St. Paul Place Baltimore, MD 21202, [www.oag.state.md.us/Consumer](http://www.oag.state.md.us/Consumer), Telephone: 1-888-743-0023.

**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 agencies 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 a 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. You can review your rights pursuant to the Fair Credit Reporting Act by visiting [www.consumerfinance.gov/f/201904\\_cfpb\\_summary\\_your-rights-under-fcra.pdf](http://www.consumerfinance.gov/f/201904_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.

**New York Residents:** the Attorney General may be contacted at: Office of the Attorney General, The Capitol, Albany, NY 12224-0341; 1-800-771-7755; <https://ag.ny.gov/>.

**North Carolina Residents:** Office of the Attorney General of North Carolina, 9001 Mail Service Center Raleigh, NC 27699-9001, [www.ncdoj.gov](http://www.ncdoj.gov), Telephone: 1-919-716-6400.

**Oregon Residents:** Oregon Department of Justice, 1162 Court Street NE, Salem, OR 97301-4096, [www.doj.state.or.us/](http://www.doj.state.or.us/), Telephone: 877-877-9392

**Rhode Island Residents:** Office of the Attorney General, 150 South Main Street, Providence, Rhode Island 02903, [www.riag.ri.gov](http://www.riag.ri.gov), Telephone: 401-274-4400

**All US Residents:** Identity Theft Clearinghouse, Federal Trade Commission, 600 Pennsylvania Avenue, NW Washington, DC 20580, [www.consumer.gov/idtheft](http://www.consumer.gov/idtheft), 1-877-IDTHEFT (438-4338), TTY: 1-866-653-4261.