



MULLEN
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October 1, 2020

VIA U.S. MAIL

Consumer Protection Bureau
Office of the New Hampshire Attorney General
33 Capitol Street
Concord, NH 03301

Re: Notice of Data Event

Dear Sir or Madam:

We represent The Mariners' Museum and Park ("Museum"), located at 100 Museum Dr., Newport News, VA 23606, and are writing to notify your office of an incident that may affect the security of some personal information relating to two (2) New Hampshire residents. The investigation into this matter is ongoing, and this notice will be supplemented with any new significant facts learned subsequent to its submission. By providing this notice, the Museum does not waive any rights or defenses regarding the applicability of New Hampshire law, the applicability of the New Hampshire data event notification statute, or personal jurisdiction.

Nature of the Data Event

On July 16, 2020, Blackbaud, Inc. ("Blackbaud"), reported to the Museum that in May 2020, Blackbaud experienced a ransomware incident that resulted in encryption of certain Blackbaud systems. Blackbaud reported the incident to law enforcement and worked with forensic investigators to investigate. Following its investigation, Blackbaud notified the Museum that an unknown actor may have accessed or acquired certain Blackbaud customer data. Blackbaud reported that data was removed by the unknown actor at some point before Blackbaud locked the unknown actor out of their systems on May 20, 2020.

Upon learning of the Blackbaud incident, the Museum immediately moved to determine what, if any, personal information was potentially involved. This investigation included working diligently to gather additional information from Blackbaud to understand the scope of the incident. On August 28, 2020, the Museum determined the information potentially affected by Blackbaud's

incident may have contained personal information. The information potentially impacted by this incident includes name, address, and the following data elements: bank account and routing number as included on a personal check.

Notice to New Hampshire Residents

On or about October 1, 2020, the Museum provided written notice of this incident to all affected individuals, which includes two (2) New Hampshire 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, the Museum moved quickly to investigate and respond to the incident, including requesting additional information from Blackbaud to identify potentially impacted individuals. The Museum is reviewing its existing policies and procedures regarding third-party vendors and working with Blackbaud to confirm the use of additional measures and safeguards to protect against this type of incident in the future.

The Museum is providing access to credit monitoring services for twelve (12) months through Experian, to individuals whose personal information was potentially affected by this incident, at no cost to these individuals. Additionally, the Museum is providing impacted individuals with guidance on how to better protect against identity theft and fraud, including advising individuals to report any suspected incidents of identity theft or fraud to their credit card company and/or bank. The Museum 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.

Contact Information

Should you have any questions regarding this notification or other aspects of the data security event, please contact us at (267) 930-4842.

Very truly yours,



Vincent F. Regan of
MULLEN COUGHLIN LLC



EXHIBIT A



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

September 30, 2020

F8476-L02-0000002 T00001 *****OEL LINE
 SAMPLE A SAMPLE - L02 INDIVIDUAL
 APT #123
 123 ANY ST
 ANYTOWN, US 12345-6789

Dear Sample A Sample:

The Mariners' Museum and Park ("Museum") writes to inform you of a recent incident that may affect the privacy of some of your information. We received notification from one of our third-party vendors, Blackbaud, Inc. ("Blackbaud"), of a cyber incident. Blackbaud is a cloud computing provider that offers relationship management and financial services tools to organizations, including the Museum. This notice provides information about the Blackbaud incident, our response, and resources available to you to help protect your information from possible misuse, should you feel it necessary to do so.

What Happened: On July 16, 2020, Blackbaud reported to us that in May 2020, Blackbaud experienced a ransomware incident that resulted in encryption of certain Blackbaud systems. Blackbaud reported the incident to law enforcement and worked with forensic investigators to investigate. Following its investigation, Blackbaud notified its customers that an unknown actor may have accessed or acquired certain Blackbaud customer data. Blackbaud reported that data was removed by the unknown actor at some point before Blackbaud locked the unknown actor out of their systems on May 20, 2020. Upon learning of the Blackbaud incident, the Museum immediately began to determine what, if any, sensitive data was potentially involved. This investigation included working diligently to gather further information from Blackbaud to understand the scope of the incident. On or about August 28, 2020, the Museum determined the information potentially affected may have contained personal information.

What Information Was Involved: Our investigation determined that the involved Blackbaud systems contained your name and [Extra]. Please note that, to date, we have not received any information from Blackbaud that your information was specifically accessed or acquired by the unknown actor.

What We Are Doing: The confidentiality, privacy, and security of information in our care are among our highest priorities. As part of our ongoing commitment to the security of information in our care, we are reviewing our existing policies and procedures regarding our third-party vendors and working with Blackbaud to confirm their use of additional measures and safeguards to protect against this type of incident in the future. We will also be notifying government regulators, as required.

In addition, the Museum is providing information to help you protect against identity theft and fraud, as well as access to 12 months of credit monitoring and identity protection services with Experian at no cost to you. Because the enrollment process does not allow us to enroll you on your behalf, you will need to enroll yourself by following the instructions outlined in the attachment.

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F8476-L02

What You Can Do: Please review the enclosed "Steps You Can Take to Protect Your Information" to learn more about ways to safeguard your personal information. You may also enroll in the free credit monitoring and identity protection services offered by the Museum.

For More Information: We understand that you may have questions about the Blackbaud incident that are not addressed in this letter. If you have additional questions, please contact the Development Office at (757) 591-7705 or development@MarinersMuseum.org. You may also write to The Mariners' Museum ATTN: Development Office 100 Museum Drive, Newport News, VA 23606.

We sincerely regret any inconvenience or concern this incident has caused.

Sincerely,



Allison Dressler
Chief Financial Officer
The Mariners' Museum and Park

STEPS YOU CAN TAKE TO PROTECT YOUR INFORMATION

Activate Identity Monitoring

To help protect your identity, we are offering a complimentary one-year membership of Experian's® IdentityWorksSM. This product provides you with superior identity detection and resolution of identity theft. To activate your membership and start monitoring your personal information please follow the steps below:

- Ensure that you enroll by: December 31, 2020 (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 or would like an alternative to enrolling in Experian IdentityWorks online, please contact Experian's customer care team at **877.890.9332** by December 31, 2020. Be prepared to provide engagement number DB22687 as proof of eligibility for the identity restoration services by Experian.

ADDITIONAL DETAILS REGARDING YOUR 12-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 agents 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.
- Up to \$1 Million Identity Theft Insurance^{**}: Provides coverage for certain costs and unauthorized electronic fund transfers.

Monitor Accounts

In general, we encourage you to remain vigilant against incidents of identity theft and fraud, to review your account statements, and to monitor your credit reports for suspicious activity. Under U.S. 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 have the right to place a "security freeze" on your credit report, which will prohibit a consumer reporting agency from releasing information in your credit report without your express authorization. The security 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 security 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 security freeze on your credit report. Should you wish to place a security freeze, please contact the major consumer reporting agencies listed below:



Experian

P.O. Box 9554
 Allen, TX 75013
 1-888-397-3742
www.experian.com/freeze/center.html

TransUnion

P.O. Box 160
 Woodlyn, PA 19094
 1-888-909-8872
www.transunion.com/credit-freeze

Equifax

P.O. Box 105788
 Atlanta, GA 30348-5788
 1-800-685-1111
www.equifax.com/personal/credit-report-services

In order to request a security freeze, you will need to provide the following information:

1. Your full name (including middle initial as well as Jr., Sr., II, III, etc.);
2. Social Security number;
3. Date of birth;
4. If you have moved in the past five (5) years, provide the addresses where you have lived over the prior 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, military identification, etc.);
7. 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.

As an alternative to a security freeze, you have the right to place an initial or extended "fraud alert" on your 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 agencies listed below:

Experian

P.O. Box 9554
 Allen, TX 75013
 1-888-397-3742
www.experian.com/fraud/center.html

TransUnion

P.O. Box 2000
 Chester, PA 19016
 1-800-680-7289
www.transunion.com/fraud-victim-resource/place-fraud-alert

Equifax

P.O. Box 105069
 Atlanta, GA 30348
 1-888-766-0008
www.equifax.com/personal/credit-report-services

Additional Information

You can further educate yourself regarding identity theft, fraud alerts, security freezes, and the steps you can take to protect yourself by contacting the consumer reporting agencies, 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); TTY: 1-866-653-4261. The Federal Trade Commission also 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.

For North Carolina residents, the Attorney General can be contacted at: 9001 Mail Service Center, Raleigh, NC 27699-9001; 1-877-566-7226 or 1-919-716-6400; or www.ncdoj.gov.

For Maryland residents, the Attorney General can be contacted at: 200 St. Paul Place, 16th Floor, Baltimore, MD 21202; 1-410-528-8662; or www.oag.state.md.us. The Mariners' Museum may be contacted by mail at 100 Museum Drive, Newport News, VA 20606.

For New Mexico residents, individuals have rights pursuant to the Fair Credit Reporting Act, such as the right to be told if information in the individual's credit file has been used against the individual, the right to know what is in an individual's credit file, the right to ask for an individual's 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 an individual's file is limited; an individual must give consent for credit reports to be provided to employers; an individual may limit "prescreened" offers of credit and insurance an individual would get based on information in a credit report; and an individual may seek damages from violators. An individual 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 individuals to review their rights pursuant to the Fair Credit Reporting Act by visiting www.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 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/>.

