



MULLEN
COUGHLIN_{LLC}
ATTORNEYS AT LAW

RECEIVED

JUL 27 2021

CONSUMER PROTECTION

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426 W. Lancaster Avenue, Suite 200
Devon, PA 19333

July 23, 2021

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 Maximum Quality Foods, Inc. ("MQF") located at 3351 Tremley Point Road Linden, NJ 07036, and are writing to notify your office of an incident that may affect the security of certain personal information relating to one (1) New Hampshire resident. This notice may be supplemented with any new significant facts learned subsequent to its submission. By providing this notice, MQF 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 February 12, 2021, MQF discovered unusual activity on certain computer systems. MQF quickly took steps to secure the network, including disconnecting the systems from the remainder of the network, and commenced an investigation which was aided by third-party forensic specialists to confirm the nature and scope of the incident. The investigation determined that an unauthorized actor accessed certain network locations on February 11, 2021 and February 12, 2021.

Given that these certain locations were accessed without authorization, MQF initiated an exhaustive review of the potentially impacted information in order to identify the information that was potentially impacted and to whom it related. MQF completed this review on June 25, 2021, at which time MQF confirmed the individuals whose information was present. MQF thereafter reconciled the information with their internal records in furtherance of identifying the individuals

to whom the data related and the appropriate contact information for those individuals in order to provide notification to potentially impacted individuals as quickly as possible.

The information that could have been subject to unauthorized access includes name and Social Security Number.

Notice to New Hampshire Resident

On or about July 23, 2021, MQF began providing written notice of this incident to affected individuals, which includes one (1) New Hampshire resident. Written notice is being provided in substantially the same form as the letter attached hereto as *Exhibit A*.

Other Steps Taken and To Be Taken

Upon discovering the event, MQF moved quickly to investigate and respond to the incident, assess the security of MQF systems, and notify potentially affected individuals. MQF also notified law enforcement regarding this event upon its discovery. Moreover, MQF is also working to implement additional safeguards and training to its employees. MQF is also providing access to credit monitoring services for twelve (12) months, through Kroll, to individuals whose personal information was potentially affected by this incident, at no cost to these individuals. Further, MQF is notifying other regulatory authorities, as required.

Additionally, MQF is providing impacted individuals with guidance on how to better protect against identity theft and fraud, including 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) 930-4005.

Very truly yours,



Julie Siebert-Johnson of
MULLEN COUGHLIN LLC

EXHIBIT A



Maximum Quality Food, Paper & Poultry
3351 Tremley Point Road • Linden NJ • 07036
Phone: 908.474.0003 • Fax: 908.474.1320

<<Date>> (Format: Month Day, Year)

<<first_name>> <<middle_name>> <<last_name>> <<suffix>>
<<address_1>>
<<address_2>>
<<city>>, <<state_province>> <<postal_code>>
<<country>>

Re: Notice Of Data <<b2b_text_1(SubjectLine)>>

Dear <<first_name>> <<middle_name>> <<last_name>> <<suffix>>,

Maximum Quality Foods, Inc. (“MQF”) is writing to make you aware of an incident that may affect the security of some of your personal information. This notice provides you with information about the incident, our response, and steps you may take to protect your information, should you feel it is appropriate to do so.

What Happened? On February 12, 2021, MQF discovered unusual activity on certain computer systems. MQF quickly took steps to secure the network, including by disconnecting the systems from the remainder of the network, and commenced an investigation which was aided by third-party forensic specialists to confirm the nature and scope of the incident. The investigation determined that an unauthorized actor accessed certain network locations on February 11, 2021 and February 12, 2021.

Given that these certain locations were accessed without authorization, MQF initiated an exhaustive review of the potentially impacted information in order to identify the information that was potentially impacted and to whom it related. We completed this review on June 25, 2021, at which time we confirmed the individuals whose information was present. We thereafter reconciled the information with our internal records in furtherance of identifying the individuals to whom the data related and the appropriate contact information for those individuals in order to provide notification to potentially impacted individuals as quickly as possible. We are notifying you out of an abundance of caution because your information was determined to be present in the specific location of the network that may have been accessed during the incident.

What Information Was Involved? Our investigation determined that the information related to you that may have been affected included your <<b2b_text_2(ImpactedData)>>.

What We Are Doing. We take this incident seriously. Information privacy and security are among our highest priorities, and we have strict security measures in place to protect information in our care. Upon discovering this incident, we quickly took steps to investigate and respond, including reviewing and enhancing our existing policies and procedures to reduce the likelihood of a similar future event. MQF is notifying individuals and relevant regulatory authorities as required. MQF also notified law enforcement regarding this event upon its discovery. Moreover, as an added precaution, MQF is offering access to complimentary identity monitoring services through Kroll for 12 months to potentially impacted individuals. If you wish to activate these services, you may follow the instructions included in the attached *Steps You Can Take to Help Protect Personal Information*. We encourage you to activate these services as we are unable to act on your behalf to do so.

What You Can Do. We encourage you to remain vigilant against incidents of identity theft and fraud by reviewing your account statements and explanation of benefits and monitoring your free credit reports for suspicious activity and/or errors, and report any such suspicious activity to law enforcement. You can also activate the complimentary identity monitoring services that we are offering to you. Please also review and consider the information and resources outlined in the below “*Steps You Can Take to Help Protect Personal Information*.”

For More Information. We understand that you may have questions that are not addressed in this notice. If you have additional questions, please call our dedicated assistance line at 1-855-545-2009 (toll free), Monday through Friday, from 9:00 am and 6:30 pm Eastern Time (excluding U.S. holidays). You may write to MQF at 3351 Tremley Point Rd., Linden, NJ 07036 with any additional questions.

Sincerely,



Salvatore Roccaro
General Counsel and Director of Compliance
Maximum Quality Foods, Inc.

STEPS YOU CAN TAKE TO HELP PROTECT PERSONAL INFORMATION

Activate Identity Monitoring Service

To help relieve concerns and restore confidence following this incident, we have secured the services of Kroll to provide identity monitoring at no cost to you for one year. Kroll is a global leader in risk mitigation and response, and their team has extensive experience helping people who have sustained an unintentional exposure of confidential data. Your identity monitoring services include Credit Monitoring, Fraud Consultation, and Identity Theft Restoration.

Visit <https://enroll.krollmonitoring.com> to activate and take advantage of your identity monitoring services.

*You have until **October 24, 2021** to activate your identity monitoring services.*

Membership Number: <<Membership Number s_n>>

Monitor Your Accounts

Under U.S. law, a consumer is entitled to one free credit report annually from each of the three major credit reporting bureaus, Equifax, Experian, and TransUnion. To order your free credit report, visit www.annualcreditreport.com or call, toll-free, 1-877-322-8228. You may also directly contact the three major credit reporting bureaus listed below to request a free copy of your credit report.

Consumers have the right to place an initial or extended “fraud alert” on a credit 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 three major credit reporting bureaus listed below.

As an alternative to a fraud alert, consumers have the right to place a “credit freeze” on a credit report, which will prohibit a credit bureau from releasing information in the credit report without the consumer’s express authorization. The credit 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 credit 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 credit freeze on your credit report. To request a security freeze, you will need to provide the following information:

1. Full name (including middle initial as well as Jr., Sr., II, III, etc.);
2. Social Security number;
3. Date of birth;
4. Addresses for the prior two to 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, etc.); and
7. A copy of either the police report, investigative report, or complaint to a law enforcement agency concerning identity theft if you are a victim of identity theft.

Should you wish to place a credit freeze, please contact the three major credit reporting bureaus listed below:

Equifax	Experian	TransUnion
https://www.equifax.com/personal/credit-report-services/	https://www.experian.com/help/	https://www.transunion.com/credit-help
888-298-0045	1-888-397-3742	833-395-6938
Equifax Fraud Alert, P.O. Box 105069 Atlanta, GA 30348-5069	Experian Fraud Alert, P.O. Box 9554, Allen, TX 75013	TransUnion Fraud Alert, P.O. Box 2000, Chester, PA 19016
Equifax Credit Freeze, P.O. Box 105788 Atlanta, GA 30348-5788	Experian Credit Freeze, P.O. Box 9554, Allen, TX 75013	TransUnion Credit Freeze, P.O. Box 160, Woodlyn, PA 19094

Additional Information

You may further educate yourself regarding identity theft, fraud alerts, credit freezes, and the steps you can take to protect your personal information by contacting the consumer reporting bureaus, the Federal Trade Commission, or your state Attorney General. The Federal Trade Commission may 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 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. This notice has not been delayed by law enforcement.

For Maryland residents, the Maryland Attorney General may be contacted at: 200 St. Paul Place, 16th Floor, Baltimore, MD 21202; 1-410-528-8662 or 1-888-743-0023; and www.oag.state.md.us. MQF is located at 3351 Tremley Point Rd., Linden, NJ 07036.

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

For North Carolina residents, the North Carolina Attorney General may be contacted at: 9001 Mail Service Center, Raleigh, NC 27699-9001; 1-877-566-7226 or 1-919-716-6000; and www.ncdoj.gov.



TAKE ADVANTAGE OF YOUR IDENTITY MONITORING SERVICES

You have been provided with access to the following services from Kroll:

Single Bureau Credit Monitoring

You will receive alerts when there are changes to your credit data—for instance, when a new line of credit is applied for in your name. If you do not recognize the activity, you'll have the option to call a Kroll fraud specialist, who will be able to help you determine if it is an indicator of identity theft.

Fraud Consultation

You have unlimited access to consultation with a Kroll fraud specialist. Support includes showing you the most effective ways to protect your identity, explaining your rights and protections under the law, assistance with fraud alerts, and interpreting how personal information is accessed and used, including investigating suspicious activity that could be tied to an identity theft event.

Identity Theft Restoration

If you become a victim of identity theft, an experienced Kroll licensed investigator will work on your behalf to resolve related issues. You will have access to a dedicated investigator who understands your issues and can do most of the work for you. Your investigator will be able to dig deep to uncover the scope of the identity theft, and then work to resolve it.

Kroll's activation website is only compatible with the current version or one version earlier of Chrome, Firefox, Safari and Edge.

To receive credit 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.