

July 10, 2023

VIA E-MAIL

Attorney General John M. Formella
Office of the New Hampshire Attorney General
33 Capitol Street
Concord, NH 03301
E-Mail: attorneygeneral@doj.nh.gov

Re: Notice of Data Breach

Dear Attorney General Formella:

We are writing on behalf of our client, Prime Case LLC, to inform you of a data incident.

On May 19, 2023, Prime Case was alerted to suspicious activity potentially involving the Company's customer data. Prime Case immediately launched an investigation to determine if a breach had occurred.

As a result of the investigation, Prime Case discovered that an unknown third party had been able to gain unauthorized access to certain customer data from its network environment on or around May 19, 2023 by means of a successful phishing attack against one of Prime Case's employees. Based upon Prime Case's investigation to date, the information impacted included:

From Prime Case's investigation, it appears that two New Hampshire residents may have been impacted by the incident. Notification to the impacted individuals in New Hampshire will be sent out on July 10, 2023. A sample copy of that notice is enclosed.

While Prime Case has no evidence that any personal information has been fraudulently used as a result of this incident, Prime Case is offering impacted individuals of free identity theft and credit monitoring and identity protection services through Kroll. Further, in its written notification, Prime Case has provided impacted individuals with detailed information regarding additional steps they can take to protect themselves and their personal information.



Attorney General John M. Formella
July 10, 2023
Page 2

We assure you that our client, Prime Case, takes this issue, and the privacy and security of its customers, very seriously. If you have any questions or require further information, please feel free to contact me at .

Sincerely,

Wynter L. Deagle
for SHEPPARD, MULLIN, RICHTER & HAMPTON LLP



<<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 a Data Breach

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

At Prime Case LLC, safeguarding personal information is one of our top priorities. We actively and routinely monitor and audit our systems to ensure that our security and your data is protected. However, despite our efforts, there was a data security incident that involved some of your personal information. We want to provide you with information about the event, our response, and the steps you can take to better protect yourself against potential misuse of your information. Your privacy is of the utmost importance to us, and we sincerely regret any concern this incident may cause you.

What Happened?

On May 19, 2023, we discovered that, earlier that day one of our employees was the victim of a successful phishing attack. As a result of this attack, an unknown and unauthorized third party was able to gain access to the employee's Microsoft credentials and then used those credentials to access our network environment. Upon detecting the unauthorized access we immediately took steps to terminate that access. We also began an investigation to determine the extent of the unauthorized activity. As of this writing, we have found no evidence that your information has been misused. After a careful investigation, however, we have determined that some of your personal information was stored in a repository to which the unauthorized third-party may have gained access.

What Information Was Involved?

This information may have included

What We Are Doing

We take this event very seriously. After detecting suspicious activity, we took immediate steps to investigate this event. We are also evaluating additional measures to further enhance our protocols for the protection of your personal information and accounts.

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 two years. 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.

For more information about Kroll and your Identity Monitoring services, you can visit info.krollmonitoring.com.

Additional information describing your services is included with this letter.

What You Can Do

Please review the enclosed Steps You Can Take to Help Protect Your Information.. We encourage you to remain vigilant against potential identity theft and fraud by carefully reviewing credit reports and account statements to ensure that all activity is valid.

For More Information

If you have any questions about this matter, please call toll-free [TFN](#). This call center is open Monday through Friday from 9:00 am to 6:30 pm Eastern Time, excluding major U.S. holidays.

We sincerely regret that this incident occurred and extend our sincerest apologies. The security of your personal information remains a top priority at Prime Case.

Sincerely,

Rich Palma
Chief Executive Officer
Prime Case LLC

Steps You Can Take to Help Protect Your Information

Monitor Your Accounts.

To protect against the possibility of identity theft or other financial loss, we encourage you to remain vigilant, 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.

Request A Security Freeze on your Credit Report.

You can 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

PO Box 9554
Allen, TX 75013
1-888-397-3742

www.experian.com/freeze/center.html

TransUnion

P.O. Box 160
Woodlyn, PA 19016
1-888-909-8872

www.transunion.com/credit-freeze

Equifax

PO Box 105788
Atlanta, GA 30348
1-888-298-0045

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.

To remove the security freeze, you must send a written request to each of the three credit bureaus by mail and include proper identification (name, address, and social security number) and the PIN number or password provided to you when you placed the security freeze. The credit bureaus have three (3) business days after receiving your request to remove the security freeze.

Place A Fraud Alert on Your File.

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 2002
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
1-888-836-6351

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

Additional Information.

You can further educate yourself regarding identity theft, and the steps you can take to protect yourself, by contacting your state Attorney General or the Federal Trade Commission.

The Federal Trade Commission also encourages those who discover that their information has been misused to file a complaint with them. 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. Consumers can obtain further information on how to file such a complaint by way of the contact information listed above. Consumers have the

right to file a police report if they ever experience identity theft or fraud. Please note that in order to file a report with law enforcement for identity theft, consumers will likely need to provide some proof that they have been a victim. Instances of known or suspected identity theft should be reported to law enforcement and your state Attorney General.

This notice has not been delayed by law enforcement.

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

For Maryland residents, the Attorney General can be contacted by mail at 200 St. Paul Place, Baltimore, MD, 21202; toll-free at 1-888-743-0023; by phone at (410) 576-6300; consumer hotline (410) 528-8662; and online at www.marylandattorneygeneral.gov.

For 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 violators. 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. We encourage you to review your 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/>.

For North Carolina Residents: The North Carolina Attorney General can be contacted by mail at 9001 Mail Service Center, Raleigh, NC 27699-9001; toll-free at 1-877-566-7226; by phone at 1-919-716- 6400, and online at www.ncdoj.gov.

For Oregon Residents: You can obtain information from the Oregon Attorney General’s Office about preventing identity theft. You can contact the Oregon Attorney General at: Oregon Department of Justice 1162 Court St. NE Salem, OR 97301 1-(877) 877-9392 (toll-free) <https://www.doj.state.or.us/>.

For Rhode Island Residents: The Rhode Island Attorney General can be reached at: 150 South Main Street, Providence, Rhode Island 02903, www.riag.ri.gov, 1-401-247-4400. Under Rhode Island law, you have the right to obtain any police report filed in regard to this incident. There are approximately zero Rhode Island residents impacted by this incident. This notice has not been delayed by a law enforcement investigation.

KROLL

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.