



Julie M. Hess
550 E. Swedesford Road, Suite 270
Wayne, PA 19087
Julie.Hess@lewisbrisbois.com
Direct: 215.977.4077

December 27, 2022

VIA EMAIL

Attorney General John Formella
Office of the Attorney General
Consumer Protection Bureau
33 Capitol Street
Concord, NH 03301
DOJ-CPB@doj.nh.gov

Re: Notification of Data Security Incident

Dear Attorney General Formella:

We represent Security Alliance, LLC (“Security Alliance”), which is a security firm headquartered in Doral, Florida, in connection with a data security incident described in greater detail below. Security Alliance takes the protection of all sensitive information within its possession very seriously and is taking steps to prevent similar incidents from occurring in the future.

1. Nature of the security incident.

On September 16, 2022, Security Alliance discovered that some of its computer systems were encrypted. Security Alliance immediately launched an investigation and retained computer forensic experts to assist with determining what happened and to confirm whether any sensitive or personal information may have been accessed by an unauthorized person during the incident. The investigation revealed that an unauthorized individual accessed files in the computer system that contained personal information of Security Alliance’s current and former employees. Security Alliance then conducted an extensive review of the potentially impacted files and determined the individuals whose personal information may have been impacted. Following that extensive review, Security Alliance took steps to provide notification to those individuals. The data elements potentially impacted by this incident include individuals’ names and Social Security numbers.

2. Number of New Hampshire residents affected.

Security Alliance sent notification letters to two (2) residents of New Hampshire via first-class U.S. mail on December 27, 2022. A sample copy of the notification letter is attached hereto.

3. Steps taken relating to the incident.

Security Alliance has taken steps to prevent similar incidents from occurring in the future. Those steps have included working with leading cybersecurity experts to enhance the security of its network. Security Alliance is also offering the potentially affected individuals credit and identity monitoring at no cost through IDX, to ensure their information is protected.

4. Contact information.

Security Alliance remains dedicated to protecting the personal information in its possession. If you have any questions or need additional information, please do not hesitate to contact me at _____ or via email at _____.

Regards,

Julie M. Hess of
LEWIS BRISBOIS BISGAARD & SMITH LLP

Enclosure(s): Sample Consumer Notification



P.O. Box 989728
West Sacramento, CA 95798-9728

To Enroll, Please Call
1-833-896-6591
Or Visit:
<https://app.idx.us/account-creation/protect>
Enrollment Code: <<ENROLLMENT>>

<<FIRST NAME>> <<LAST NAME>>
<<ADDRESS1>>
<<ADDRESS2>>
<<CITY>>, <<STATE>> <<ZIP>>
<<Country>>

December 27, 2022

Re: Notice of Data Security Incident

Dear <<Full Name>>,

I am writing to inform you of a data security incident experienced by Security Alliance LLC (“Security Alliance”) that may have involved your personal information. We take the privacy and security of your personal information very seriously. This letter contains information about the incident and steps you can take to ensure your personal information is protected.

What Happened: On September 16, 2022, Security Alliance experienced a data security incident that affected access to its computer systems and data. Upon discovering this incident, Security Alliance immediately launched an investigation and took steps to secure our network. We also engaged a leading digital forensics and cybersecurity firm to determine what happened and whether any personal information may have been affected. On December 7, 2022, the investigation determined that your personal information may have been accessed or acquired without authorization. Though we have no indication that your personal information has been misused, out of an abundance of caution, we are notifying you about the incident and providing you with information about the steps you can take to protect your personal information.

What Information Was Involved: The information may have involved your name and Social Security number.

What We Are Doing: As soon as we discovered the incident, we took the steps described above. We are further notifying you of this event, advising you about steps you can take to help protect your information. In addition, we have implemented enhanced safeguards to minimize the chance that an incident like this could occur in the future. Furthermore, out of an abundance of caution, we are offering you complimentary credit monitoring and identity protection and recovery services for <<12/24>> months through an identity protection services expert, IDX, a national leader in identity theft protection.

IDX’s services include: <<12/24>> months of credit monitoring, CyberScan dark web monitoring, a \$1 million identity fraud loss reimbursement policy, and fully managed identity theft recovery services. With this protection, IDX will help you resolve issues if your identity is compromised.

What You Can Do: We recommend that you review the guidance included with this letter to protect your personal information. We strongly encourage you to enroll in the credit monitoring and identity monitoring services we are offering through IDX to protect your personal information. To enroll, please visit <https://app.idx.us/account-creation/protect> or call 1-833-896-6591 and provide the following enrollment code: <<ENROLLMENT>>.

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. Additional information describing your services is included with this letter.

Please note you must enroll by March 27, 2023. If you have any questions or need assistance, please call IDX at 1-833-896-6591.

For More Information: If you have questions or need assistance, please call 1-833-896-6591 Monday through Friday from 9 a.m. to 9 p.m. Eastern Time. Please have your enrollment code ready.

Protecting your personal information is important to us. On behalf of Security Alliance, thank you for your understanding about this incident. Please accept our sincere apologies and know that we deeply regret any concern or inconvenience this matter may cause you.

Sincerely,

Greg Murphy
Controller
Security Alliance LLC

Steps You Can Take to Protect Your Personal Information

Review Your Account Statements and Notify Law Enforcement of Suspicious Activity: As a precautionary measure, we recommend that you remain vigilant by reviewing your account statements and credit reports closely. If you detect any suspicious activity on an account, you should promptly notify the financial institution or company with which the account is maintained. You also should promptly report any fraudulent activity or any suspected incidence of identity theft to proper law enforcement authorities, your state attorney general, and/or the Federal Trade Commission (FTC).

Copy of Credit Report: You may obtain a free copy of your credit report from each of the three major credit reporting agencies once every 12 months by visiting <http://www.annualcreditreport.com/>, calling toll-free 1-877-322-8228, or by completing an Annual Credit Report Request Form and mailing it to Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348. You also can contact one of the following three national credit reporting agencies:

Equifax

P.O. Box 105851
Atlanta, GA 30348
1-800-525-6285
www.equifax.com

Experian

P.O. Box 9532
Allen, TX 75013
1-888-397-3742
www.experian.com

TransUnion

P.O. Box 1000
Chester, PA 19016
1-800-916-8800
www.transunion.com

Fraud Alert: You may want to consider placing a fraud alert on your credit report. An initial fraud alert is free and will stay on your credit file for at least one year. The alert informs creditors of possible fraudulent activity within your report and requests that the creditor contact you prior to establishing any accounts in your name. To place a fraud alert on your credit report, contact any of the three credit reporting agencies identified above. Additional information is available at <http://www.annualcreditreport.com>.

Security Freeze: You have the right to put a security freeze on your credit file for up to one year at no cost. This will prevent new credit from being opened in your name without the use of a PIN number that is issued to you when you initiate the freeze. A security freeze is designed to prevent potential creditors from accessing your credit report without your consent. As a result, using a security freeze may interfere with or delay your ability to obtain credit. You must separately place a security freeze on your credit file with each credit reporting agency. In order to place a security freeze, you may be required to provide the consumer reporting agency with information that identifies you including your full name, Social Security number, date of birth, current and previous addresses, a copy of your state-issued identification card, and a recent utility bill, bank statement or insurance statement.

Additional Free Resources: You can obtain information from the consumer reporting agencies, the FTC, or from your respective state Attorney General about fraud alerts, security freezes, and steps you can take toward preventing identity theft. You may report suspected identity theft to local law enforcement, including to the FTC or to the Attorney General in your state.

Federal Trade Commission

600 Pennsylvania Ave, NW
Washington, DC 20580
consumer.ftc.gov, and
https://files.consumerfinance.gov/f/documents/bcftp_consumer-rights-summary_2018-09.pdf
1-877-438-4338

Maryland Attorney General

St. Paul Plaza
200 St. Paul Place
Baltimore, MD 21202
oag.state.md.us
1-888-743-0023

New York Attorney General

Bureau of Internet and Technology
Resources
28 Liberty Street
New York, NY 10005
1-212-416-8433 / 1-800-771-7755

North Carolina Attorney General

9001 Mail Service Center
Raleigh, NC 27699
ncdoj.gov
1-877-566-7226

Rhode Island Attorney General

150 South Main Street
Providence, RI 02903
<http://www.riag.ri.gov>
ag@riag.ri.gov
1-401-274-4400

**Washington D.C. Attorney
General**

400 S 6th Street, NW
Washington, DC 20001
oag.dc.gov
1-202-727-3400

You also have certain rights under the Fair Credit Reporting Act (FCRA): These rights include to know what is in your file; to dispute incomplete or inaccurate information; to have consumer reporting agencies correct or delete inaccurate, incomplete, or unverifiable information; as well as other rights. For more information about the FCRA, and your rights pursuant to the FCRA, please visit <https://www.consumer.ftc.gov/articles/pdf-0096-fair-credit-reporting-act.pdf>.