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July 16, 2024

VIA ONLINE SUBMISSION

Attorney General Aaron Frey
Maine Attorney General's Office
Consumer Protection Division
6 State House Station
Augusta, ME 04333

Re: Notice of Data Security Incident

Dear Attorney General Aaron Frey:

Constangy, Brooks, Smith & Prophete, LLP represents Burr & Forman LLP ("Burr & Forman"), a law firm headquartered in Birmingham, Alabama, in connection with a recent data security incident described in greater detail below. This notification is being provided as a follow up to the notice that was provided on January 11, 2024.

1. Nature of the Security Incident

On October 23, 2023, Burr & Forman became aware of anomalous activity on one of the laptops in its network. Burr & Forman activated its Incident Response Plan to initiate an investigation of the incident. Burr & Forman engaged cybersecurity experts to assist with the investigative process. The investigation indicated that an unauthorized actor gained access to and acquired certain documents and information from Burr & Forman's systems. On or about November 10, 2023, Burr & Forman determined that some personal information was included in the impacted data and worked to provide notice to impacted individuals as quickly as possible.

Based on its subsequent review of the impacted data, Burr & Forman determined that personal information for additional individuals was impacted. Burr & Forman immediately commenced efforts to identify such individuals and collect up-to-date mailing address for purposes of providing formal notification of the incident. Burr & Forman completed those efforts on June 6, 2024 and arranged to provide notification as quickly as possible.

The information involved names, Social Security numbers, driver's license number, medical coding information with dates and descriptions, and insurance information.

2. Number of Maine Residents Affected

Burr and Forman notified a total of 3 Maine residents within the potentially affected population. Notification was first provided on January 9, 2024 and, after identifying additional impacted individuals, another notification was provided on July 16, 2024 via U.S. First-Class Mail. A sample copy of the notification letter sent to impacted individuals is included with this correspondence.

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3. Steps Taken Relating to the Incident

As soon as Burr & Forman discovered the incident, Burr & Forman took the steps described above. Burr & Forman also engaged IDX to provide access to complimentary identity monitoring services to notified individuals. Those services include twenty-four months of credit monitoring, Web Watcher, \$1 Million Identity Fraud Loss Reimbursement, Fraud Consultation, and Identity Theft Restoration.

4. Contact Information

Burr & Forman remains dedicated to protecting the information in its possession. If you have any questions or need additional information, please do not hesitate to contact me.

Best regards,

/s/ David McMillan

David McMillan

Constangy, Brooks, Smith & Prophete, LLP

Enclosure: Sample Notification Letter

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

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

Enrollment Code: <<ENROLLMENT>>

To Enroll, Scan the QR Code Below:



Or Visit:

<https://response.idx.us/BurrAndForman>

July 16, 2024

Subject: Notice of Data <<Variable Text 1 – Breach or Security Incident>>

Dear <<First Name>> <<Last Name>>:

I am writing to inform you of a data security incident experienced by Burr & Forman LLP (“Burr & Forman”) that may have affected your personal information. At Burr & Forman we take the privacy and security of all information in our possession very seriously. Please read this letter carefully as it contains details about the incident and resources you can utilize to protect your information, including instructions for enrolling in complimentary credit monitoring and identity theft protection services.

What Happened? On October 23, 2023, Burr & Forman became aware of unusual activity on one of the laptops in its network. Burr & Forman activated its Incident Response Plan to initiate an investigation of the incident. Burr & Forman engaged cybersecurity experts to assist with the investigative process. The investigation indicated that an unauthorized actor gained access to and acquired certain documents and information from Burr & Forman’s systems on September 30, 2023. Burr & Forman then undertook a comprehensive review of the affected files to determine whether any sensitive information may have been impacted. Based on the results of that review, Burr & Forman learned that certain individuals’ personal information was affected and immediately worked to identify contact information for purposes of providing formal notification of the incident. Burr & Forman completed those efforts on June 6, 2024 and arranged to provide you this detailed communication and notification letter as quickly as possible.

What Information Was Involved? The information involved may include your name, as well as your <<Variable Text – Data Elements>>.

What We Are Doing. As soon as Burr & Forman discovered the incident, we took the steps described above. We also implemented measures to further enhance network security and minimize the risk of a similar incident occurring in the future. In addition, we notified the Federal Bureau of Investigation and will provide any cooperation necessary to hold the perpetrators accountable.

In addition, we are offering you complimentary credit monitoring and identity protection services through IDX, a leader in consumer identity protection. These services include <<12/24>> months of credit monitoring, a \$1,000,000 identity theft insurance reimbursement policy, and fully managed identity theft recovery services. With this protection, IDX will help you resolve issues if your identity is affected.

What You Can Do. We recommend that you review and implement the guidance included with this letter about how to protect your information. We also encourage you to enroll in the complimentary services offered to you through IDX by

contacting 1-888-774-8132 or going to <https://response.idx.us/BurrAndForman> or scanning the QR code and using the enrollment code provided above. Please note the deadline to enroll is October 16, 2024.

For More Information: Further information about how to help protect your personal information appears on the following page. If you have questions or need assistance, please call 1-888-774-8132 Monday through Friday from 8 am - 8 pm Central Time or go to <https://response.idx.us/BurrAndForman>. We take this matter very seriously. Please accept our sincere apologies for any worry or inconvenience that this may cause you.

Sincerely,

A handwritten signature in cursive script, appearing to read "Ed Christian".

Ed Christian Managing Partner Burr & Forman LLP

420 North 20th Street

Suite 8400

Birmingham, AL 35023

STEPS YOU CAN TAKE TO HELP PROTECT YOUR 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
www.ftc.gov/idtheft
1-877-438-4338

Maryland Attorney General

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

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>
1-401-274-4400

**Washington D.C. Attorney
General**

441 4th 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>.

