



August 31, 2022

**BY ONLINE SUBMISSION**

Office of the Attorney General  
109 Sewall St.  
Augusta, ME 04330

To Whom It May Concern:

On behalf of Platinum Performance, Inc. ("Platinum"), and pursuant to Me. Rev. Stat. Ann. tit. 10 § 1348(5), this letter provides notice of a cybersecurity incident involving a Maine resident. By way of background, Platinum is a nutrition-focused health company headquartered in Buellton, CA that offers veterinary-developed nutritional supplements for animals and people.

On May 6, 2022, Platinum discovered unauthorized access by a third-party to the email mailboxes of two employees and promptly initiated our Cybersecurity and Privacy Incident Response Plans, which included engaging third-party forensic experts to conduct an investigation. The investigation revealed that the unauthorized access began on September 8, 2021 as a result of an email phishing incident. The incident was discovered and remediated on May 6, 2022. Investigation conducted through July and August revealed that personal data was contained in the compromised email accounts and may have been available to the unauthorized third party. This matter has been reported to the FBI, but this notification was not delayed as a result of any law enforcement investigation.

To date, we have determined that one (1) Maine resident may have been affected. The types of personal information that may have been affected included Social Security number. As of the time of writing, Platinum is not aware of any misuse of consumer personal information as a result of the incident.

Platinum began sending individuals formal notice on August 31, 2022 via U.S. first class mail. A sample of the notification letter is enclosed. As stated in the attached sample notice, Platinum is offering to provide individuals 24 months of free identity theft monitoring services through Kroll. Platinum's internal customer care center will respond to questions from notified individuals.

Platinum has enhanced its internal security measures to help prevent a similar incident from happening in the future. We have implemented multi-factor authentication for all external accounts and implemented a new email security gateway to help ensure phishing campaigns are effectively blocked and quarantined. We are also providing additional training to our employees on cybersecurity preparedness and incident response.

Platinum takes the protection of personal information seriously and is committed to answering any questions that your office may have. Please do not hesitate to contact me at 1-973-610-7972 or [wendy.feldman@zoetis.com](mailto:wendy.feldman@zoetis.com).

Sincerely,

Wendy Feldman  
Lead Counsel, Data Privacy  
Platinum Performance, Inc.

Enclosure