

October 5, 2020

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**Via Online Submission**

**Attorney General Aaron Frey**  
Attorney General's Office  
Office of Attorney General  
6 State House Station  
Augusta, ME 04333

Re: Data Security Incident

Dear Attorney General Frey:

We represent Keith Fabry, a reprographics company that operates multiple e-commerce websites where customers can place order using credit and debit cards. Keith Fabry is located in Richmond, Virginia. Keith Fabry takes the security and privacy of the information in its control seriously, and took steps to prevent a similar incident from reoccurring in the future.

**1. Nature of the incident.**

On August 31, 2020, Keith Fabry learned that an unknown party gained access to its website PDFPlotting.com between February 27, 2020 to August 9, 2020. Upon discovery of this unauthorized activity, Keith Fabry promptly contacted the third-party website host provider that hosts PDFPlotting.com regarding the data security incident. Keith Fabry also engaged a specialized cybersecurity firm to conduct a forensic investigation to determine the scope and extent of the potential unauthorized access to Keith Fabry's systems and any sensitive information. This forensic investigation concluded on September 4, 2020.

Based on the investigation, Keith Fabry discovered that Personally Identifiable Information ("PII") consisting of residents' names, address, and credit card or debit card information may have been accessible to the unauthorized individual. At this time we do not have any evidence that any consumer information has been misused.

**2. Number of Maine residents affected.**

Forty-four (44) Maine residents were potentially affected. Incident notification letters addressed to that individual will be mailed on October 5, 2020 via First Class Mail. A sample copy of the Incident notification letter being mailed to potentially affected residents of Maine is included with this letter at **Exhibit A**.

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55 West Monroe Street, Suite 3800 • Chicago, IL 60603 • p 312.704.0550 • f 312.704.1522

Alabama • Albany • Atlanta • Austin • Baltimore • Beaumont • Boston • Chicago • Dallas • Denver • Edwardsville • Garden City • Hartford • Houston  
Indiana • Kentucky • Las Vegas • London • Los Angeles • Miami • Michigan • Milwaukee • Mississippi • Missouri • Nashville • New Jersey • New Orleans  
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**3. Steps taken.**

Keith Fabry takes the security of all information in our control very seriously, and are taking steps to prevent a similar event from occurring in the future by implementing additional safeguards and security measures to enhance the privacy and security of information in our systems.

**4. Contact information.**

Keith Fabry remains dedicated to protecting the sensitive information in its control. If you have any questions or need additional information, please do not hesitate to contact me at [Anjali.Das@WilsonElser.com](mailto:Anjali.Das@WilsonElser.com) or 312-821-6164.

Very truly yours,

**Wilson Elser Moskowitz Edelman & Dicker LLP**



Anjali C. Das

Enclosure

## **EXHIBIT A**



Return Mail Processing Center  
P.O. Box 6336  
Portland, OR 97228-6336

<<Mail ID>>  
<<Name 1>>  
<<Name 2>>  
<<Address 1>>  
<<Address 2>>  
<<Address 3>>  
<<Address 4>>  
<<Address 5>>  
<<City>><<State>><<Zip>>  
<<Country>>

<<Date>>

Dear <<Name 1>>:

We are writing to inform you of a data security incident involving Keith Fabry's website, PDFPlotting.com, that may have resulted in the unauthorized access to some of your personal information. We take the privacy and protection of your personal information very seriously. We sincerely apologize and regret any inconvenience this incident may cause. This letter contains information about what happened, steps we have taken, and the resources we are making available to you to protect your identity.

On August 31, 2020, we learned that an unknown party gained access to our website, PDFPlotting.com, between February 27, 2020 to August 9, 2020. Upon discovery of this unauthorized activity, Keith Fabry promptly contacted the third-party website host provider that hosts PDFPlotting.com regarding the data security incident. Keith Fabry also engaged a specialized cybersecurity firm to conduct a forensic investigation to determine the scope and extent of the potential unauthorized access to Keith Fabry's systems and any sensitive information.

Based on the investigation, we discovered that some of your personal information consisting of your name, address, and credit card or debit card information may have been accessible to the unauthorized individual. At this time, we do not have any evidence that any consumer information has been misused. Nevertheless, we are notifying all potentially affected consumers out of an abundance of caution.

Although we are unaware of any misuse of our or anyone's information, to help relieve concerns and restore confidence following this incident, we have arranged for you to enroll, at no cost to you, in an online credit monitoring service (myTrueIdentity) for one year provided by TransUnion Interactive, a subsidiary of TransUnion®, one of the three nationwide credit reporting companies.

- To enroll in this service, go to the myTrueIdentity website at [www.MyTrueIdentity.com](http://www.MyTrueIdentity.com) and, in the space referenced as "Enter Activation Code," enter the 12-letter Activation Code <<Insert Unique 12-letter Activation Code>> and follow the three steps to receive your credit monitoring service online within minutes.
- If you do not have access to the Internet and wish to enroll in a similar offline, paper-based credit monitoring service, via U.S. Mail delivery, please call the TransUnion Fraud Response Services toll-free hotline at **1-855-288-5422**. When prompted, enter the six-digit telephone passcode <<Insert static 6-digit Telephone Pass Code>> and follow the steps to enroll in the offline credit monitoring service, add an initial fraud alert to your credit file, or to speak to a TransUnion representative if you believe you may be a victim of identity theft.

You can sign up for the online or offline credit monitoring service anytime between now and <<Enrollment Deadline>>. Due to privacy laws, we cannot register you directly. Please note that credit monitoring services might not be available for individuals who do not have a credit file with TransUnion or an address in the United States (or its territories) and a valid Social Security number. Enrolling in this service will not affect your credit score.

We take the security of all information in our control very seriously, and are taking steps to mitigate the risks posed by this incident and prevent a similar event from occurring in the future. Specifically, in response to this incident, Keith Fabry identified and removed the security vulnerability that led to the compromise experienced by PDFPlotting.com. In addition, Keith Fabry also ran further scans to confirm that no additional threats or vulnerabilities posed a threat to PDFPlotting.com. Furthermore, we moved to a new website hosting service provider to further enhance our security.

We encourage you to remain vigilant in response to this incident and encourage you to enroll in the complimentary credit monitoring services provided to you as well as encourage you to carefully review all of your credit card or debit card statements. Please refer to the attached addendum which includes additional information and steps you can take to further safeguard your personal information.

Please know that the protection and security of your personal information is of our utmost priority, and we sincerely regret and concern or inconvenience that this matter may cause you. If you have any questions, please call 888-905-0075, Monday through Friday, 9:00 a.m.–9:00 p.m. EST.

Sincerely,

**Jimmy Keith**

1420 Commerce Road | Richmond, VA 23224

[www.keithfabry.com](http://www.keithfabry.com)

### **Additional Important Information**

**For residents of Hawaii, Michigan, Missouri, Virginia, Vermont, and North Carolina:** It is recommended by state law that you remain vigilant for incidents of fraud and identity theft by reviewing credit card account statements and monitoring your credit report for unauthorized activity.

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**For residents of Illinois, Iowa, Maryland, Missouri, North Carolina, Oregon, and West Virginia:**

It is required by state laws to inform you that you may obtain a copy of your credit report, free of charge, whether or not you suspect any unauthorized activity on your account. You may obtain a free copy of your credit report from each of the three nationwide credit reporting agencies. To order your free credit report, please visit [www.annualcreditreport.com](http://www.annualcreditreport.com), or call toll-free at 1-877-322-8228. You can also order your annual free credit report by mailing a completed Annual Credit Report Request Form (available at <https://www.consumer.ftc.gov/articles/0155-free-credit-reports>) to: Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA, 30348-5281.

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**For residents of Iowa:**

State law advises you to report any suspected identity theft to law enforcement or to the Attorney General.

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**For residents of Oregon:**

State laws advise you to report any suspected identity theft to law enforcement, including the Attorney General, and the Federal Trade Commission.

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**For residents of Arizona, Colorado, Maryland, Rhode Island, Illinois, New York, and North Carolina:**

You can obtain information from the Offices of the Attorney General and the Federal Trade Commission about fraud alerts, security freezes, and steps you can take toward preventing identity theft.

**Maryland Office of the Attorney General** Consumer Protection Division, 200 St. Paul Place, Baltimore, MD 21202; 1-888-743-0023; [www.oag.state.md.us](http://www.oag.state.md.us)

**Rhode Island Office of the Attorney General** Consumer Protection, 150 South Main Street, Providence, RI 02903; 1-401-274-4400; [www.riag.ri.gov](http://www.riag.ri.gov)

**North Carolina Office of the Attorney General** Consumer Protection Division, 9001 Mail Service Center, Raleigh, NC 27699-9001; 1-877-566-7226; [www.ncdoj.com](http://www.ncdoj.com)

**Federal Trade Commission** Consumer Response Center, 600 Pennsylvania Ave, NW, Washington, DC 20580; 1-877-IDTHEFT (438-4338); [www.ftc.gov/idtheft](http://www.ftc.gov/idtheft)

**New York Office of Attorney General** Consumer Frauds & Protection, The Capitol, Albany, NY 12224; 1-800-771-7755; <https://ag.ny.gov/consumer-frauds/identity-theft>

**Colorado Office of the Attorney General** Consumer Protection, 1300 Broadway, 9<sup>th</sup> Floor, Denver, CO 80203; 1-720-508-6000; [www.coag.gov](http://www.coag.gov)

**Arizona Office of the Attorney General** Consumer Protection & Advocacy Section, 2005 North Central Avenue, Phoenix, AZ 85004; 1-602-542-5025

**Illinois Office of the Attorney General** Consumer Protection Division, 100 W Randolph St., Chicago, IL 60601; 1-800-243-0618; [www.illinoisattorneygeneral.gov](http://www.illinoisattorneygeneral.gov)

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**For residents of Massachusetts:** It is required by state law that you are informed of your right to obtain a police report if you are a victim of identity theft

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**For residents of all states:**

**Fraud Alerts:** You can place fraud alerts with the three credit bureaus by phone and online with Equifax ([https://assets.equifax.com/assets/personal/Fraud\\_Alert\\_Request\\_Form.pdf](https://assets.equifax.com/assets/personal/Fraud_Alert_Request_Form.pdf)); TransUnion (<https://www.transunion.com/fraud-alerts>); or Experian (<https://www.experian.com/fraud/center.html>). A fraud alert tells creditors to follow certain procedures, including contacting you, before they open any new accounts or change your existing accounts. For that reason, placing a fraud alert can protect you, but also may delay you when you seek to obtain credit. As of September 21, 2018, initial fraud alerts last for one year. Victims of identity theft can also get an extended fraud alert for seven years. The phone numbers for all three credit bureaus are below.

**Monitoring:** You should always remain vigilant and monitor your accounts for suspicious or unusual activity.

**Security Freeze:** You also have the right to place a security freeze on your credit report. A security freeze is intended to prevent credit, loans, and services from being approved in your name without your consent. To place a security freeze on your credit report, you need to make a request to each consumer reporting agency. You may make that request by certified mail, overnight mail, regular stamped mail, or by following the instructions found at the websites listed below. The following information must be included when requesting a security freeze (note that if you are requesting a credit report for your spouse or a minor under the age of 16, this information must be provided for him/her as well): (1) full name, with middle initial and any suffixes; (2) Social Security number; (3) date of birth; (4) current address and any previous addresses for the past five years; and (5) any applicable incident report or complaint with a law enforcement agency or the Registry of Motor Vehicles. The request must also include a copy of a government-issued identification card and a copy of a recent utility bill or bank or insurance statement. It is essential that each copy be legible, display your name and current mailing address, and the date of issue. As of September 21, 2018, it is free to place, lift, or remove a security freeze. You may also place a security freeze for children under the age of 16. You may obtain a free security freeze by contacting any one or more of the following national consumer reporting agencies:

**Equifax Security Freeze**  
P.O. Box 105788  
Atlanta, GA 30348  
[www.freeze.equifax.com](http://www.freeze.equifax.com)  
800-525-6285

**Experian Security Freeze**  
P.O. Box 9554  
Allen, TX 75013  
[www.experian.com/freeze](http://www.experian.com/freeze)  
888-397-3742

**TransUnion (FVAD)**  
P.O. Box 2000  
Chester, PA 19022  
[freeze.transunion.com](http://freeze.transunion.com)  
800-680-7289

More information can also be obtained by contacting the Federal Trade Commission listed above.