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September 14, 2022

VIA WEB PORTAL

Attorney General Aaron Frey
Office of the Attorney General
Consumer Protection Division
Security Breach Notification
111 Sewall Street, 6th Floor
Augusta, ME 04330
Email: breach.security@maine.gov

Re: Notice of Data Security Incident

Dear Attorney General Frey:

We represent the Gerten Greenhouse & Garden Center, Inc. ("Gertens"), a greenhouse and garden center located in Inver Grove Heights, Minnesota, with both physical and online stores. This letter is being sent because personal information belonging to Maine residents may have been involved in a recent data security incident. The potentially affected information included residents' names, email addresses, payment card numbers, expiration dates, and security codes.

On June 15, 2022, Gertens learned of unusual activity involving Gertens' online store. In response, Gertens took immediate steps to further secure its website and customer information and initiated an investigation through a nationally-recognized digital forensics firm. After a thorough investigation, it was determined on August 18, 2022, that the incident may have involved payment card information of customers who purchased products through Gertens' online store between May 14, 2022 and July 21, 2022. Gertens then worked diligently to identify all potentially affected customers. On September 2, 2022, Gertens identified one (1) potentially affected Maine resident whose information may have been involved.

Gertens notified the potentially affected Maine residents of this incident via the attached sample letter on September 14, 2022. In so doing, Gertens offered notified individuals complimentary identity protection services through IDX. These services include CyberScan monitoring, a \$1,000,000 insurance reimbursement policy, and fully managed identity recovery services. Gertens has also reported this incident to law enforcement and will cooperate with investigate efforts.

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Gertens takes the privacy and security of all information in its possession very seriously. If you have any questions or need additional information, please do not hesitate to contact me at (215) 253-7506 or Aubrey.Weaver@lewisbrisbois.com.

Sincerely,

A handwritten signature in black ink, appearing to read 'Aubrey L. Weaver'.

Aubrey L. Weaver of
LEWIS BRISBOIS BISGAARD & SMITH LLP

Enc.: Sample Consumer Notification Letter