

Buffalo
New York
Chicago
Washington D.C.

www.octillolaw.com



December 8, 2023

VIA ONLINE SUBMISSION

Maine Office of the Attorney General
6 State House Station
Augusta, ME 04333

Office of the Attorney General:

On behalf of Red Roof Inns, Inc., (“Red Roof”), whose office is located at 7815 Walton Parkway, New Albany, Ohio 43054, and pursuant to 10 Me. Rev. Stat. § 1346, *et seq.*, this letter provides notice of a recent data security incident. By providing this notice, Red Roof does not waive any rights or defenses regarding the applicability of Maine law or personal jurisdiction.

On September 23, 2023, Red Roof detected suspicious activity within its systems and immediately began an investigation. The activity was soon identified as bearing the hallmarks of a ransomware attack, including the encryption of a limited subset of Red Roof data. Upon discovery, Red Roof immediately took the affected systems offline and began working to remedy the situation, including resetting passwords and reporting the situation to federal law enforcement.

Red Roof engaged leading data security professionals to support its investigation and response. Red Roof’s investigation found that an unauthorized actor gained access to a limited number of Red Roof’s systems before deploying ransomware. The investigation was also able to confirm that a limited amount of data was copied from Red Roof’s network. Accordingly, Red Roof analyzed the relevant data to confirm the identities of individuals whose personal information was potentially involved for the purpose of notifying those individuals. While Red Roof found that certain data was copied, Red Roof does not have any evidence indicating that any personal information has been misused for identity theft or fraud in connection with this incident.

Upon becoming aware of the unauthorized activity, Red Roof immediately implemented measures to further improve the security of Red Roof’s information technology systems and practices, including implementing software and hardware to prevent, detect, and respond to unauthorized activity, reconfiguring its network architecture, resetting and strengthening passwords, implementing new risk management protocols, and adopting new network access policies.

Red Roof has determined that the incident involved the personal information of eleven (11) Maine residents. While the data elements varied by individual, the categories of information included, name, date of birth, Social Security number, driver’s license number, driver’s license

Office of the Attorney General

December 8, 2023

Page 2

state, state ID number, US alien registration number, passport number, bank account number, routing number, financial documents with account number, credit/debit card number, expiration date, security code and pin, health insurance information, and medical information. Written notification to the affected individuals is being provided by Red Roof, which includes an offer for twenty-four (24) months of cost-free credit monitoring. This notification is being sent to the impacted residents via regular mail today, December 8, 2023. A sample copy of that individual notice is attached for your review.

Please feel free to contact me with any questions at (716) 898-2102 or dgreene@octillolaw.com.

Sincerely,

OCTILLO

A handwritten signature in black ink, appearing to read 'D. Greene', with a stylized flourish extending to the right.

Daniel P. Greene, Esq.

Certified Information Privacy Professional, United States (CIPP/US)

Certified Information Privacy Professional, Europe (CIPP/E)

Encl.