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August 27, 2021

VIA WEBSITE PORTAL

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

Re: Notice of Data Incident

To Whom It May Concern:

We represent LERETA, LLC ("LERETA"), a company headquartered in Pomona, California which provides real estate tax services and flood zone determination services to various financial institutions. We are writing regarding a data incident that may have affected personal information relating to Maine residents. The potentially impacted information may have included residents' names and Social Security numbers. LERETA is providing notice on behalf of the entities identified in Exhibit A, collectively referred to as the "notifying entities" in this notification.

On May 28, 2020, LERETA learned that it had experienced a data security incident that disrupted access to certain of its systems. Upon discovering this incident, LERETA took immediate steps to secure its systems. In addition, LERETA retained independent cybersecurity experts to assist with its restoration efforts and to conduct an investigation in order to determine what happened. As a result, LERETA learned that an unauthorized third party had gained access to certain LERETA systems and that personal information stored on those systems was accessed or acquired without authorization. With the help of a third party vendor, LERETA then embarked on a thorough review of the affected data, which was complicated and took time to complete. In May 2021, LERETA completed this review and began working to confirm the full scope of affected individuals and associated entities to which the information related. On May 20, 2021, LERETA began providing notice of the incident to these business partners. Since then, LERETA has been working continuously with business partners, including the notifying entities, to verify affected information and to notify the affected individuals of the incident.

Beginning on August 27, 2021, LERETA began providing written notice of this incident to all affected individuals on behalf of the notifying entities, which includes 40 Maine residents. Written notice is being provided in substantially the same form as the letter attached here as Exhibit B.

Upon discovering the event, LERETA moved quickly to investigate and respond to the incident, to assess the security of the information, to determine what information may have been affected, and to notify appropriate business partners of the incident, including the notifying entities. LERETA is working with the notifying entities to notify potentially affected individuals. LERETA is also working to implement additional safeguards and training to its employees.

Additionally, LERETA is providing impacted individuals with guidance on how to protect against identity theft and fraud. LERETA is also providing affected individuals with information on how to place a fraud alert and security freeze on one's credit file, the contact details for the national consumer reporting agencies, information on how to obtain a free credit report, a reminder to remain vigilant for incidents of fraud and identity theft by reviewing account statements and monitoring free credit reports, and encouragement to contact the Federal Trade Commission, their state Attorney General, and law enforcement to report attempted or actual identity theft and fraud. Further, LERETA is offering notified individuals complimentary identity protection services through IDX, a data incident and recovery services expert. These services include complimentary credit and CyberScan monitoring, a \$1,000,000 insurance reimbursement policy, and fully managed identity theft recovery services.

Please contact me should you have any questions.

Very truly yours,

/s/ Kamran Salour

Kamran Salour of
LEWIS BRISBOIS BISGAARD & SMITH LLP

Encl.: Exhibit A – List of Notifying Entities
Exhibit B – Sample Consumer Notification Letter