

EXHIBIT 1

We represent Kiefer Aquatics located at 903 Morrissey Drive, Bloomington, IL 61701 and are writing to notify your office of an incident that may affect the security of certain personal information relating to approximately three (3) Maine residents. By providing this notice, Kiefer Aquatics does not waive any rights or defenses regarding the applicability of Maine law, the applicability of the Maine data event notification statute, or personal jurisdiction.

Nature of the Data Event

On or about February 21, 2023, Kiefer Aquatics became aware of suspicious online activity relating to kiefer.com and its other website, thelifeguardstore.com, which may have involved customer credit card information. Kiefer Aquatics quickly launched an investigation, with the assistance of third-party computer forensic specialists, to determine the nature and scope of the activity and what information may have been affected. The investigation determined that an unknown actor accessed or could have accessed the credit or debit card information of individuals and businesses who made purchases on the above referenced websites with credit cards between January 23, 2023 and March 9, 2023. Kiefer Aquatics then worked to confirm the address information for individuals and businesses which may have been impacted during this time frame. This review was recently concluded on May 16, 2023.

The information that could have been subject to unauthorized access includes name, address, and credit and debit card information.

Notice to Maine Residents

On or about June 12, 2023, Kiefer Aquatics provided written notice of this incident to approximately three (3) Maine residents. Written notice is being provided in substantially the same form as the letter attached here as *Exhibit A*.

Other Steps Taken and To Be Taken

Upon discovering the event, Kiefer Aquatics moved quickly to investigate and respond to the incident, assess the security of Kiefer Aquatics systems, and identify potentially affected individuals. Kiefer Aquatics has implemented additional safeguards to its card processing environment.

Additionally, Kiefer Aquatics is providing impacted individuals with guidance on how to better protect against identity theft and fraud. Kiefer Aquatics is providing 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. Kiefer Aquatics is also advising notified individuals to report any suspicious charges on their credit or debit card to the bank that issued the card or the card company, as appropriate.

Kiefer Aquatics is providing written notice of this incident to relevant state regulators, as necessary, and to the three major credit reporting agencies, Equifax, Experian, and TransUnion.