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January 10, 2021

VIA E-MAIL

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: Notification of Data Security Incident

Dear Attorney General Frey:

We represent AHIMA: American Health Information Management Association (“AHIMA”) located in Chicago, IL. We are writing pursuant to 10 Me. Rev. Stat. Ann. §§ 1346-1350B because AHIMA has learned of a data security incident that may have affected the personal information of 40 Maine residents. The information that was involved in the incident includes names, payment card numbers, expiration dates, and security codes.

AHIMA maintains an online store (<https://my.ahima.org/store/>), through which customers can make purchases and register for courses. Upon learning of potential suspicious activity occurring in the online store, AHIMA took immediate steps to secure its system, and conducted an internal investigation. AHIMA also worked with a leading digital forensics firm to determine what happened as well as whether the payment card information of AHIMA’s customers had been affected. On December 3, 2020, AHIMA’s investigation determined that the incident involved the payment card information of AHIMA customers who made purchases through the online store between June 26, 2020 and July 29, 2020 and between October 1, 2020 and October 16, 2020. On December 28, 2020, AHIMA confirmed that the affected individuals include 40 residents of Maine.

AHIMA has reported the incident to the Federal Bureau of Investigation in order to protect its customers’ payment card information and prevent fraudulent activity. Notification letters to the affected individuals were mailed on January 5, 2021. A sample copy of the letter that was mailed to the Maine residents is attached hereto. As referenced in the letter, AHIMA is providing the individuals with 12 months of complimentary identity protection services through ID Experts.

Please do not hesitate to contact me should you have any questions. Thank you.

Sincerely,

A handwritten signature in blue ink, reading "Elizabeth R. Dill". The signature is written in a cursive style with a large initial "E" and "D".

Elizabeth R. Dill of
LEWIS BRISBOIS BISGAARD & SMITH LLP

Encl.: Consumer notification letter