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Phone 508-656-1533
www.creativeplaythings.com

9/24/2024

[MAIL MERGE]

Dear [RECIPIENT],

We are writing to notify you that at approximately 8:30 AM, September 6, 2024, users of our Virtual Machine (“VM”) environment were unable to access email or other business system and, according to our IT support vendor, our VM hosting environment was compromised by malware called PLAY. To eliminate the malware, our IT vendor deleted all files from our server.

Using a backup file, our vendor is working to restore the VMs but has no way of determining what actions were taken by the hackers prior to the files being deleted. Creative Playthings maintained Excel spreadsheets of employees with social security numbers on a company drive that restricts access to authorized users, such as human resources, and these files could have been part of the information that was accessed.

The communication from the ransomware attackers has been automated and, because Creative Playthings did not respond to the ransomware attack, it is Creative Playthings’s hope that the ransomware attackers will not view Creative Playthings as a source of payment and that it will take no further actions. Because this cannot be guaranteed, there is no way of knowing, we are notifying Massachusetts current employees and former employees from the last two years who reported to Massachusetts locations.

Creative Playthings is sending potentially affected Massachusetts residents with notice of the ransomware attack and offering to provide credit monitoring services for a period of 24 months, free of charge. To sign up for the credit monitoring service through AURA, please contact our customer support team if you would like to take advantage of this offer prior to November 1, 2024. You will then receive a single-use and unique code to sign up for the Aura identity protection. Please contact Customer Support through email customerservice@creativeplaythings.com or call [1-800-598-4997](tel:1-800-598-4997).

Chris Campbell

One International Place, Suite 3700

Boston, MA 02110

Under Massachusetts law, you have the right to obtain any police report filed regarding this incident. If you are the victim of identity theft, you also have the right to file a police report and obtain a copy of it.

You may also place a security freeze on your credit reports, free of charge at any time. A security freeze prohibits a credit reporting agency from releasing any information from a consumer’s credit

report without written authorization. However, please be aware that placing a security freeze on your credit report may delay, interfere with, or prevent the timely approval of any requests you make for new loans, credit mortgages, employment, housing or other services. Under federal law, you cannot be charged to place, lift, or remove a security freeze.

If you choose to place a credit freeze, you must place your request for a freeze with each of the three major consumer reporting agencies: Equifax (www.equifax.com); Experian (www.experian.com); and TransUnion (www.transunion.com). To place a security freeze on your credit report, you may send a written request by regular, certified or overnight mail at the addresses below. You may also place a security freeze through each of the consumer reporting agencies' websites or over the phone, using the contact information below:

Equifax Security Freeze
P.O. Box 105788
Atlanta, GA 30348
1-800-349-9960
<https://www.equifax.com/personal/credit-report-services/>

Experian Security Freeze
P.O. Box 9554
Allen, TX 75013
1-888-397-3742
<https://www.experian.com/freeze/center.html>

TransUnion Security Freeze
P.O. Box 160
Woodlyn, PA 19094
1-888-909-8872
<https://www.transunion.com/credit-freeze>

Sincerely,

Creative Playthings

In order to request a security freeze, you will need to provide some or all of the following information to the credit reporting agency, depending on whether you do so online, by phone, or by mail:

1. Your full name (including middle initial as well as Jr., Sr., II, III, etc.);
2. Social Security Number;
3. Date of birth;
4. If you have moved in the past five (5) years, the addresses where you have lived over the prior five years;
5. Proof of current address, such as a current utility bill, telephone bill, rental agreement, or deed;
6. A legible photocopy of a government issued identification card (state driver's license or ID card, military identification, etc.);
7. Social Security Card, pay stub, or W2;
8. If you are a victim of identity theft, include a copy of either the police report, investigative report, or complaint to a law enforcement agency concerning identity theft.

The credit reporting agencies have one (1) to three (3) business days after receiving your request to place a security freeze on your credit report, based upon the method of your request. The credit bureaus must also send written confirmation to you within five (5) business days and provide you with a unique personal identification number (PIN) or password (or both) that can be used by you to authorize the removal or lifting of the security freeze. It is important to maintain this PIN/password in a secure place, as you will need it to lift or remove the security freeze.

To lift the security freeze in order to allow a specific entity or individual access to your credit report, you must make a request to each of the credit reporting agencies by mail, through their website, or by phone (using the contact information above). You must provide proper identification (including name, address, and social security number) and the PIN number or password provided to you when you placed the security freeze, as well as the identities of those entities or individuals you would like to receive your credit report. You may also temporarily lift a security freeze for a specified period of time rather than for a specific entity or individual, using the same contact information above. The credit bureaus have between one (1) hour (for requests made online) and three (3) business days (for requests made by mail) after receiving your request to lift the security freeze for those identified entities or for the specified period of time.

To remove the security freeze, you must make a request to each of the credit reporting agencies by mail, through their website, or by phone (using the contact information above). You must provide proper identification (name, address, and social security number) and the PIN number or password provided to you when you placed the security freeze. The credit bureaus have between one (1) hour (for requests made online) and three (3) business days (for requests made by mail) after receiving your request to remove the security freeze.