

16761



<<Date>> (Format: Month Day, Year)

<<FirstName>> <<MiddleName>> <<LastName>> <<NameSuffix>>
<<Address1>>
<<Address2>>
<<City>>, <<State>> <<Zip>>

Re: Notification of Data Security Incident

Dear <<FirstName>> <<MiddleName>> <<LastName>> <<NameSuffix>>,

We are writing to inform you of a data security incident experienced by Hebrew Educational Alliance ("HEA") that may have affected your personal information. The privacy and security of your information is extremely important to HEA. That is why we are writing to inform you of this incident, to offer you complimentary identity monitoring services, and to provide you with information relating to steps that can be taken to help protect your personal information.

Under Massachusetts law, you have the right to obtain any police report filed in regard to 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 have the right to place a security freeze on your credit report. A security freeze prohibits a consumer 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.

To place a security freeze on your credit report, you must contact **each** of the three major consumer reporting agencies:

Equifax Security Freeze: P.O. Box 105788, Atlanta, GA 30348, 1-800-349-9960, www.equifax.com

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

TransUnion Security Freeze: P.O. Box 2000, Chester, PA, 19016, 1-888-909-8872, freeze.transunion.com

In order to request a security freeze, you will need to provide the following information:

1. Your full name and any suffixes;
2. Social Security number;
3. Date of birth;
4. If you have moved in the past five (5) years, provide the addresses where you have lived over the prior five (5) years;
5. Proof of current address such as a current utility bill or telephone bill;
6. A legible photocopy of a government issued identification card (e.g. state driver's license or ID card, military identification, etc.); and
7. 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 consumer reporting agencies then have up to three (3) business days after receiving your request to place a security freeze on your credit report. 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.

To lift the security freeze in order to grant a specific entity or individual access to your credit report, you must call or send a written request to the consumer reporting agencies by mail and include proper identification (name, address, and Social Security number) and the PIN 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 or the specific period of time you want the credit report available. The consumer reporting agencies have up to three (3) business days after receiving your request to lift the security freeze for those identified entities or individuals, or for the specified period of time.

To remove the security freeze, you must send a written request to each of the three (3) consumer reporting agencies by mail and include proper identification (name, address, and Social Security number) and the PIN or password provided to you when you placed the security freeze. The consumer reporting agencies have up to three (3) business days after receiving your request to remove the security freeze. You cannot be charged a fee by the consumer reporting agencies to place, lift, or remove a freeze.

In order to determine whether any unauthorized credit was obtained with your information, you may obtain a copy of your credit report at www.annualcreditreport.com or by calling (877) 322-8228. You may also request information on how to place a fraud alert by contacting any of the above consumer reporting agencies. A fraud alert is intended to alert you if someone attempts to obtain credit in your name without your consent. It is recommended that you remain vigilant for any incidents of fraud or identity theft by reviewing credit card account statements and your credit report for unauthorized activity. You may also contact the Federal Trade Commission ("FTC") to learn more about how to prevent identity theft:

FTC, Consumer Response Center
600 Pennsylvania Ave., NW
Washington D.C. 20590
www.ftc.gov/bcp/edu/microsites/idtheft
877-IDTHEFT (438-4338)

As referenced above, we have secured the services of Kroll to provide credit monitoring and identity theft restoration services at no cost to you for eighteen (18) months. Kroll is a global leader in risk mitigation and response whose team has extensive experience helping people who have sustained an unintentional exposure of confidential data. To activate your Kroll membership, please visit [https://\[IDMonitoringURL\]](https://[IDMonitoringURL]). Your Enrollment Code is: <<Member ID>>. You have until [Date] to activate your services. Additional information describing your services is included with this letter.

We recommend that you review the guidance in this letter. If you have questions or need assistance, please contact Kroll at 1-???-???-????, Monday through Friday from 7:00 a.m. to 4:30 p.m. Mountain Time. Kroll representatives are fully versed on this incident and can answer any questions you may have regarding the protection of your personal information.

Sincerely,

Laura Intfen
Chief Executive Officer
Hebrew Educational Alliance

As referenced above, we have engaged Kroll to provide credit monitoring and identity theft restoration services at no cost to you. Kroll is a global leader in risk mitigation and response and the Kroll team has extensive experience helping people who have sustained an unintentional exposure of confidential data. Your services¹ include Credit Monitoring, \$1 Million Identity Fraud Loss Reimbursement, Fraud Consultation, and Identity Theft Restoration.

How to Activate Your Services

Visit [https://\[IDMonitoringURL\]](https://[IDMonitoringURL]) to activate and take advantage of your services.

You have until <<Date>> to activate your services.

Membership number: <<Member ID>>

If you have questions, please call 1-???-???-????, Monday through Friday from 7:00 a.m. to 4:30 p.m. Mountain Time.

Take Advantage of Your Services

You've been provided with access to the following services from Kroll:

Single Bureau Credit Monitoring

You will receive alerts when there are changes to your credit data—for instance, when a new line of credit is applied for in your name. If you do not recognize the activity, you'll have the option to call a Kroll fraud specialist, who can help you determine if it's an indicator of identity theft.

\$1 Million Identity Fraud Loss Reimbursement

Reimburses you for out-of-pocket expenses totaling up to \$1 million in covered legal costs and expenses for any one stolen identity event. All coverage is subject to the conditions and exclusions in the policy.

Fraud Consultation

You have unlimited access to consultation with a Kroll fraud specialist. Support includes showing you the most effective ways to protect your identity, explaining your rights and protections under the law, assistance with fraud alerts, and interpreting how personal information is accessed and used, including investigating suspicious activity that could be tied to an identity theft event.

Identity Theft Restoration

If you become a victim of identity theft, an experienced Kroll licensed investigator will work on your behalf to resolve related issues. You will have access to a dedicated investigator who understands your issues and can do most of the work for you. Your investigator can dig deep to uncover the scope of the identity theft, and then work to resolve it.

¹ Kroll's activation website is only compatible with the current version or one version earlier of Chrome, Firefox, Safari and Edge. To receive credit services, you must be over the age of 18 and have established credit in the U.S., have a Social Security number in your name, and have a U.S. residential address associated with your credit file.



Alyssa R. Watzman
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Denver, Colorado 80203
Alyssa.Watzman@lewisbrisbois.com
Direct: 720.292.2052

April 13, 2020

VIA EMAIL

Undersecretary Edward A. Palleschi
Office of Consumer Affairs & Business
Regulation
501 Boylston Street, Suite 5100
Boston, MA 02116
Email: data.breaches@state.ma.us

Re: Notification of Data Security Incident

Dear Undersecretary Palleschi:

We represent Hebrew Educational Alliance ("HEA") in connection with a recent data security incident which is described in greater detail below. HEA takes the protection of all information in its possession very seriously and is taking steps to help prevent similar incidents from occurring in the future.

1. Nature of the security incident.

On December 17, 2019, HEA detected unusual suspicious activity within its email environment. Upon discovering this activity, HEA took steps to secure its email system and engaged an independent digital forensics firm to conduct an investigation. As a result, HEA learned on January 28, 2020 that two employee email accounts (only one of which contained personal information) were accessed without authorization. HEA then engaged a document review vendor to determine whether the account contained personal information. On March 5, 2020, HEA learned that the personal information of one (1) Massachusetts resident was potentially impacted as a result of this incident.

2. Number of Massachusetts residents affected.

HEA notified one (1) Massachusetts resident of this data security incident via first class U.S. mail on April 13, 2020. A sample copy of the notification letter sent to the affected individuals is included with this correspondence.

3. Steps taken relating to the incident.

HEA has taken steps in response to this incident to help prevent similar incidents from occurring in the future. Those steps have included working with leading cybersecurity experts to enhance the security of its digital environment. Furthermore, out of an abundance of caution, HEA is also providing eighteen (18) months of complimentary credit monitoring and identity theft restoration services to each letter recipient through Kroll, a global leader in risk mitigation and response.

4. Contact information.

HEA remains dedicated to protection the personal information in its control. If you have any questions or need additional information, please do not hesitate to contact me at 720-292-2052 or Alyssa.Watzman@lewisbrisbois.com.

Sincerely,

/s/ Alyssa Watzman

Alyssa R. Watzman of
LEWIS BRISBOIS BISGAARD & SMITH LLP

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Encl.: Sample Consumer Notification Letter