

23343

Colorado Drives
PHIL LONG
 PhilLong.com Since 1945
 P.O. Box 989728
 West Sacramento, CA 95798-9728

To Enroll, Please Call:

1-833-513-2597

Or Visit:

<https://app.idx.us/account-creation/protect>

Enrollment Code: <<Enrollment>>

<<FirstName>> <<LastName>> <<Suffix>>

<<Address1>>

<<Address2>>

<<City>>, <<State>> <<Zip>>

October 20, 2021

Re: Notice of Data <<Variable1>>

Dear <<FirstName>> <<LastName>> <<Suffix>>,

We are writing to inform you of a data security incident that may have involved your personal information. At Phil Long Dealerships ("Phil Long"), we take the privacy and security of your information very seriously. This is why we are notifying you of the incident, offering you credit monitoring and identity monitoring services, and informing you about steps you can take 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 www.transunion.com/credit-freeze |
|---|--|--|

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 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 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 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 security 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)

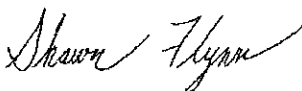
Phil Long has reported this incident to law enforcement and will cooperate with any related investigation. In addition, as an added precaution, Phil Long is offering you complimentary identity theft protection services through IDX, the data incident and recovery services expert. These services include 24 months of credit and CyberScan monitoring, a \$1,000,000 insurance reimbursement policy, and fully managed identity theft recovery services. With this protection, IDX will help you to resolve issues if your identity is compromised.

Phil Long encourages you to contact IDX with any questions and to enroll in the complimentary identity theft protection services available to you by calling 1-833-513-2597 or going to <https://app.idx.us/account-creation/protect> using the Enrollment Code provided above. Representatives are available Monday through Friday from 7:00 AM – 7:00 PM Mountain Time. Please note that the deadline to enroll is January 20, 2022.

At this time, Phil Long is not aware of any misuse of potentially affected information. However, Phil Long encourages you to take full advantage of this service offering. IDX representatives are fully versed on the incident and can answer questions or concerns you may have regarding protection of your personal information. You will need to reference the enrollment code at the top of this letter when enrolling so please do not discard this letter.

Please call 1-833-513-2597 or go to <https://app.idx.us/account-creation/protect> for assistance or for any additional questions you may have.

Sincerely,



Shawn Flynn
Chief Operations Officer
Phil Long Dealerships



Sean B. Hoar
888 SW Fifth Avenue, Suite 900
Portland, Oregon 97204-2025
Sean.Hoar@lewisbrisbois.com
Direct: 971.712.2795

October 20, 2021

VIA ELECTRONIC SUBMISSION

Undersecretary Edward A. Palleschi
Office of Consumer Affairs and
Business Regulation
501 Boylston St., Suite 5100
Boston, MA 02116

Re: Notification of Data Security Incident

To Whom It May Concern:

We represent Phil Long Dealerships ("Phil Long"), located at 1212A Motor City Dr., Colorado Springs, Colorado. This letter is being sent because the personal information of certain Massachusetts residents may have been affected by a recent data security incident experienced by Phil Long. The incident may have involved unauthorized access to such residents' names, Social Security numbers, driver's license or state identification card numbers, and/or financial account information.

I. Nature of Security Incident

On July 28, 2021, Phil Long experienced an incident that disrupted access to its network. Phil Long immediately initiated an investigation and engaged cybersecurity experts to assist with the process. On July 30, 2021, it discovered that certain files containing personal information may have been acquired without authorization. Phil Long then engaged a vendor to conduct a thorough review of the contents of the affected files. As a result, on September 20, 2021, Phil Long learned that personal information belonging to Massachusetts residents may have been involved in the incident. Phil Long then worked diligently to identify addressing information for all potentially affected individuals in order to promptly notify them of the incident.

II. Number of Massachusetts Residents Affected

Phil Long notified five Massachusetts residents regarding this incident via the attached sample letter on October 20, 2021. In so doing, Phil Long offered complimentary identity protection services to individuals whose Social Security number was potentially involved.

III. Actions Taken in Response to the Incident

Phil Long takes the security of information within its possession very seriously. As soon as Phil Long discovered the incident, it launched an investigation and took steps to secure its systems. It engaged an independent digital forensics firm to perform a comprehensive investigation and notified the Federal Bureau of Investigation.

IV. Contact Information

Phil Long is dedicated to protecting personal information. If you have any questions or need additional information, please do not hesitate to contact me at (971)712-2795 or Sean.Hoar@lewisbrisbois.com, or Ryli McDonald at Ryli.McDonald@lewisbrisbois.com or (720)548-3959.

Sincerely,

/s/ Sean B. Hoar

Sean B. Hoar of
LEWIS BRISBOIS BISGAARD & SMITH LLP

Encl.: Sample Consumer Notification Letter