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DEC 13 2022

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OFFICE OF CONSUMER AFFAIRS

December 13, 2022

VIA USPS

Attorney General Maura Healey
Office of the Attorney General
Consumer Protection Division
Attn: Data Breach Notification
One Ashburton Place
Boston, MA 02108-1518

**Office of Consumer Affairs
and Business Regulation**
501 Boylston Street
Suite 5100
Boston, MA 02116

To Whom It May Concern:

We represent Smith Gambrell & Russell, LLP (“SGR”) as outside counsel with respect to a data security incident, of which we originally notified you on June 28, 2022, and provided updates on August 8, 2022 and September 28, 2022. SGR is notifying your office of this incident on behalf of its clients, who are the owners of the impacted data. We are writing to inform you that notice was also provided to impacted individuals at the request of SGR’s client, Aaron’s, LLC. An additional 655 Massachusetts residents were notified of the incident via regular mail on December 13, 2022. A copy of the template letter is attached as Exhibit A. Please contact me if you have any questions.

Sincerely,
CLARK HILL

Melissa K. Ventrone
Member

cc: Mariah Leffingwell – mleffingwell@clarkhill.com
Brett Lockwood – blockwood@sgrlaw.com

JOR



Return to IDX
P.O Box 989728
West Sacramento, CA 95798-9728

To Enroll, Please Call:
1-833-423-2985
Or Visit:
<https://app.idx.us/account-creation/protect>
Enrollment Code: <<Enrollment Code>>

<<First Name>> <<Middle Initial>> <<Last Name>> <<Suffix>>
<<Address1>>
<<Address2>>
<<City>>, <<State>> <<Zip>>

December 13, 2022

Notice of Data Security Incident

Dear <<First Name>> <<Last Name>>,

This is to let you know about a data security incident that may have impacted your name, <<Variable Text>>. Smith Gambrell & Russell, LLP ("SGR") is a law firm that provides services to primarily corporate clients and, in that capacity, may have been provided with your information in the performance of services for Aaron's, LLC (the "Company"). We take the privacy and security of your information seriously, and sincerely apologize for any concern or inconvenience this may cause you. This letter contains information about steps you can take to protect your information and resources we are making available to help you.

We are offering identity theft protection services through IDX, the data breach and recovery services experts, at no charge to you. IDX identity protection services include: 24 months of credit and CyberScan monitoring, a \$1,000,000 insurance reimbursement policy, and fully managed id theft recovery services. With this protection, IDX will help you resolve issues if your identity is compromised.

We encourage you to contact IDX with any questions and to enroll in the free identity protection services by calling 1-833-423-2985 or going to <https://app.idx.us/account-creation/protect> and using the Enrollment Code provided above. You will need to activate the credit monitoring provided as part of your IDX identity protection membership for this service to be effective. Note: You must have established credit and access to a computer and the internet to use this service. If you need assistance, IDX will be able to assist you.

IDX representatives are available Monday through Friday from 9 am - 9 pm Eastern Time. Please note the deadline to enroll is March 13, 2023. You will need to reference the enrollment code at the top of this letter when calling or enrolling online, so please do not discard this letter.

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. 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.

JDR

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>

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 request 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.

We want to assure you that we have taken, and continue to take, steps to prevent a similar incident from happening in the future. Since the incident, we deployed enhanced monitoring software on our computers and servers, performed a global password reset for all users, provided additional security training, and implemented several other security controls. We also notified and are cooperating with law enforcement.

For More Information:

Please call 1-833-423-2985 Monday through Friday from 9 am - 9 pm Eastern Time with any questions. Please be assured that we and the Company take very seriously the need to protect the privacy and security of all information in our respective care, and we deeply regret any inconvenience or concern that this matter may cause you.

Sincerely,

Smith, Gambrell + Russell, LLP

Smith, Gambrell & Russell