



MULLEN  
COUGHLIN<sub>LLC</sub>  
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426 W. Lancaster Avenue, Suite 200  
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October 8, 2021

**VIA E-MAIL**

Deputy Attorney General Stephanie Guyon  
Office of the Attorney General  
Consumer Protection Division  
954 W. Jefferson, 2nd Floor  
Boise, ID 83720  
E-mail: [stephanie.guyon@ag.idaho.gov](mailto:stephanie.guyon@ag.idaho.gov)

**Re: Notice of Data Event**

Dear Deputy Attorney General Stephanie Guyon:

We represent Plumsted Township, NJ (“Plumsted Township”) located at 121 Evergreen Rd New Egypt, NJ 08533, and are writing to notify your office of an incident that may affect the security of some personal information relating to one (1) Idaho resident. This notice may be supplemented with any new significant facts learned subsequent to its submission. By providing this notice, Plumsted Township does not waive any rights or defenses regarding the applicability of Idaho law, the applicability of the Idaho data event notification statute, or personal jurisdiction.

**Nature of the Data Event**

On or about May 24, 2021, Plumsted Township became aware of suspicious activity related to their email environment. Following this, Plumsted Township promptly launched an investigation with the assistance of third-party forensic specialists to assess the security of its systems and the nature and scope of this incident. This investigation determined that an unauthorized individual gained access to the Plumsted Township email environment between April 19, 2021 and May 24, 2021. However, we were unable to determine which emails and attachments in the account were subject to unauthorized access. Therefore, we reviewed the entire contents of affected email accounts to determine what, if any, sensitive information was contained within it. On September 2, 2021, Plumsted Township’s review determined that the account contained sensitive information.

The information that could have been subject to unauthorized access includes name, address, and Social Security number.

### **Notice to Idaho Resident**

On or about October 8, 2021, Plumsted Township provided written notice of this incident to all affected individuals, which includes one (1) Idaho resident. Written notice is being provided in substantially the same form as the letter attached here as *Exhibit A*.

### **Other Steps Taken and To Be Taken**

Upon discovering the event, Plumsted Township moved quickly to investigate and respond to the incident, assess the security of Plumsted Township systems, and notify potentially affected individuals. Plumsted Township is also working to implement additional safeguards and training to its employees. Plumsted Township is providing access to credit monitoring services for one (1) year, through Equifax, to individuals whose personal information was potentially affected by this incident, at no cost to these individuals.

Additionally, Plumsted Township is providing impacted individuals with guidance on how to better protect against identity theft and fraud, including advising individuals to report any suspected incidents of identity theft or fraud to their credit card company and/or bank. Plumsted Township is providing individuals with information on how to place a fraud alert and security freeze on one's credit file, information on protecting against tax fraud, the contact details for the national consumer reporting agencies, information on how to obtain a free credit report, a reminder to remain vigilant for incidents of fraud and identity theft by reviewing account statements and monitoring free credit reports, and encouragement to contact the Federal Trade Commission, their state Attorney General, and law enforcement to report attempted or actual identity theft and fraud.

### **Contact Information**

Should you have any questions regarding this notification or other aspects of the data security event, please contact us at (267) 930-4775.

Very truly yours,

Christopher J. Dilenno of  
MULLEN COUGHLIN LLC

CJD/bld

# EXHIBIT A



Return Mail Processing Center  
P.O. Box 6336  
Portland, OR 97228-6336

<<Mail ID>>  
<<Name 1>>  
<<Name 2>>  
<<Address 1>>  
<<Address 2>>  
<<Address 3>>  
<<Address 4>> <<Date>>  
<<Address 5>>  
<<City>><<State>><<Zip>>  
<<Country>>

Dear <<Name 1>>:

Plumsted Township is committed to maintaining the confidentiality of our customer information. We are writing to notify you of an incident that may involve your personal information and the steps that Plumsted Township has taken to address the issue.

**What Happened?** On or about May 24, 2021, Plumsted Township became aware of suspicious activity related to their email environment. Following this, Plumsted Township promptly launched an investigation with the assistance of third-party forensic specialists to assess the security of its systems and the nature and scope of this incident. This investigation determined that an unauthorized individual gained access to the Plumsted Township email environment between April 19, 2021 and May 24, 2021. However, we were unable to determine which emails and attachments in the account were subject to unauthorized access. Therefore, we reviewed the entire contents of affected email accounts to determine what, if any, sensitive information was contained within it. On September 2, 2021, Plumsted Township’s review determined that the account contained certain information related to you.

**What Information Was Involved?** We conducted a thorough review of the relevant accounts to identify the types of information stored there and to whom it related. Our review determined that some of your information was present in the affected accounts and could have been accessed or acquired by an unauthorized actor. This information included your name, <<Breach Elements>>. While Plumsted Township found no evidence suggesting any actual or attempted misuse of your information, in an abundance of caution, Plumsted Township is providing notice to all parties whose information was impacted.

**What We Are Doing.** Data privacy and security are among Plumsted Township’s highest priorities, and we have worked to add further technical safeguards to our environment. As part of Plumsted Township’s ongoing commitment to the security of information, all policies and procedures are being reviewed and enhanced where appropriate, and workforce training is being conducted to reduce the likelihood of a similar event in the future.

As an added precaution, we are offering you access to complimentary credit monitoring and identity protection services for <<CM Length>> months through Equifax. These services include fraud consultation and identity theft restoration services. If you wish to activate the credit monitoring and identity protection services, you may follow the instructions included in the *Steps You Can Take to Help Protect Your Personal Information*.

**What You Can Do.** We encourage you to review the enclosed *Steps You Can Take To Help Protect Your Personal Information* for additional steps you may take and information on what you can do to better protect against the possibility of identity theft and fraud, should you feel it is appropriate to do so. We also encourage you to enroll in the complimentary credit monitoring services we are offering you.

**For More Information.** If you have questions about this letter, please call 800-559-8305 between the hours of 9:00 a.m. and 9:00 p.m., Eastern Time, Monday through Friday.

We sincerely regret any inconvenience or concern this incident may cause.

Sincerely,

Plumsted Township  
<https://www.plumsted.org/>

## STEPS YOU CAN TAKE TO HELP PROTECT YOUR PERSONAL INFORMATION

### Enroll in Credit and Identity Monitoring



Enter your Activation Code: <<ACTIVATION CODE>>  
Enrollment Deadline: << ENROLLMENT DEADLINE>>

### Equifax Credit Watch™ Gold

\*Note: You must be over age 18 with a credit file to take advantage of the product.

### Key Features

- Credit monitoring with email notifications of key changes to your Equifax credit report
- Daily access to your Equifax credit report
- WebScan notifications<sup>1</sup> when your personal information, such as Social Security Number, credit/debit card or bank account numbers are found on fraudulent Internet trading sites
- Automatic fraud alerts<sup>2</sup>, which encourage potential lenders to take extra steps to verify your identity before extending credit, plus blocked inquiry alerts and Equifax credit report lock<sup>3</sup>
- Identity Restoration to help restore your identity should you become a victim of identity theft, and a dedicated Identity Restoration Specialist to work on your behalf
- Up to \$1,000,000 of identity theft insurance coverage for certain out of pocket expenses resulting from identity theft<sup>4</sup>

### Enrollment Instructions

Go to [www.equifax.com/activate](http://www.equifax.com/activate).

Enter your unique Activation Code of <<ACTIVATION CODE>> then click "Submit" and follow these 4 steps:

1. **Register:**  
Complete the form with your contact information and click "Continue".  
*If you already have a myEquifax account, click the 'Sign in here' link under the "Let's get started" header.  
Once you have successfully signed in, you will skip to the Checkout Page in Step 4.*
  2. **Create Account:**  
Enter your email address, create a password, and accept the terms of use.
  3. **Verify Identity:**  
To enroll in your product, we will ask you to complete our identity verification process.
  4. **Checkout:**  
Upon successful verification of your identity, you will see the Checkout Page.  
Click 'Sign Me Up' to finish enrolling.
- You're done!**  
The confirmation page shows your completed enrollment.  
Click "View My Product" to access the product features.

<sup>1</sup> WebScan searches for your Social Security Number, up to 5 passport numbers, up to 6 bank account numbers, up to 6 credit/debit card numbers, up to 6 email addresses, and up to 10 medical ID numbers. WebScan searches thousands of Internet sites where consumers' personal information is suspected of being bought and sold, and regularly adds new sites to the list of those it searches. However, the Internet addresses of these suspected Internet trading sites are not published and frequently change, so there is no guarantee that we are able to locate and search every possible Internet site where consumers' personal information is at risk of being traded.

<sup>2</sup> The Automatic Fraud Alert feature is made available to consumers by Equifax Information Services LLC and fulfilled on its behalf by Equifax Consumer Services LLC.

<sup>3</sup> Locking your Equifax credit report will prevent access to it by certain third parties. Locking your Equifax credit report will not prevent access to your credit report at any other credit reporting agency. Entities that may still have access to your Equifax credit report include: companies like Equifax Global Consumer Solutions, which provide you with access to your credit report or credit score, or monitor your credit report as part of a subscription or similar service; companies that provide you with a copy of your credit report or credit score, upon your request; federal, state and local government agencies and courts in certain circumstances; companies using the information in connection with the underwriting of insurance, or for employment, tenant or background screening purposes; companies that have a current account or relationship with you, and collection agencies acting on behalf of those whom you owe; companies that authenticate a consumer's identity for purposes other than granting credit, or for investigating or preventing actual or potential fraud; and companies that wish to make pre-approved offers of credit or insurance to you. To opt out of such pre-approved offers, visit [www.optoutprescreen.com](http://www.optoutprescreen.com).

<sup>4</sup> The Identity Theft Insurance benefit is underwritten and administered by American Bankers Insurance Company of Florida, an Assurant company, under group or blanket policies issued to Equifax, Inc., or its respective affiliates for the benefit of its Members. Please refer to the actual policies for terms, conditions, and exclusions of coverage. Coverage may not be available in all jurisdictions.

## **Monitor Your Accounts**

Under U.S. law, a consumer is entitled to one free credit report annually from each of the three major credit reporting bureaus, Equifax, Experian, and TransUnion. To order your free credit report, visit [www.annualcreditreport.com](http://www.annualcreditreport.com) or call, toll-free, 1-877-322-8228. You may also directly contact the three major credit reporting bureaus listed below to request a free copy of your credit report.

Consumers have the right to place an initial or extended "fraud alert" on a credit file at no cost. An initial fraud alert is a 1-year alert that is placed on a consumer's credit file. Upon seeing a fraud alert display on a consumer's credit file, a business is required to take steps to verify the consumer's identity before extending new credit. If you are a victim of identity theft, you are entitled to an extended fraud alert, which is a fraud alert lasting seven years. Should you wish to place a fraud alert, please contact any one of the three major credit reporting bureaus listed below.

As an alternative to a fraud alert, consumers have the right to place a "credit freeze" on a credit report, which will prohibit a credit bureau from releasing information in the credit report without the consumer's express authorization. The credit freeze is designed to prevent credit, loans, and services from being approved in your name without your consent. However, you should be aware that using a credit freeze to take control over who gets access to the personal and financial information in your credit report may delay, interfere with, or prohibit the timely approval of any subsequent request or application you make regarding a new loan, credit, mortgage, or any other account involving the extension of credit. Pursuant to federal law, you cannot be charged to place or lift a credit freeze on your credit report. To request a security freeze, you will need to provide the following information:

1. Full name (including middle initial as well as Jr., Sr., II, III, etc.);
2. Social Security number;
3. Date of birth;
4. Addresses for the prior two to five 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 (state driver's license or ID card, etc.); and
7. A copy of either the police report, investigative report, or complaint to a law enforcement agency concerning identity theft if you are a victim of identity theft.

Should you wish to place a credit freeze, please contact the three major credit reporting bureaus listed below:

<b>Equifax</b>	<b>Experian</b>	<b>TransUnion</b>
<a href="https://www.equifax.com/personal/credit-report-services/">https://www.equifax.com/personal/credit-report-services/</a>	<a href="https://www.experian.com/help/">https://www.experian.com/help/</a>	<a href="https://www.transunion.com/credit-help">https://www.transunion.com/credit-help</a>
888-298-0045	1-888-397-3742	833-395-6938
Equifax Fraud Alert, P.O. Box 105069 Atlanta, GA 30348-5069	Experian Fraud Alert, P.O. Box 9554, Allen, TX 75013	TransUnion Fraud Alert, P.O. Box 2000, Chester, PA 19016
Equifax Credit Freeze, P.O. Box 105788 Atlanta, GA 30348-5788	Experian Credit Freeze, P.O. Box 9554, Allen, TX 75013	TransUnion Credit Freeze, P.O. Box 160, Woodlyn, PA 19094

## **Additional Information**

You may further educate yourself regarding identity theft, fraud alerts, credit freezes, and the steps you can take to protect your personal information by contacting the consumer reporting bureaus, the Federal Trade Commission, or your state Attorney General. The Federal Trade Commission may be reached at: 600 Pennsylvania Avenue NW, Washington, DC 20580; [www.identitytheft.gov](http://www.identitytheft.gov); 1-877-ID-THEFT (1-877-438-4338); and TTY: 1-866-653-4261. The Federal Trade Commission also encourages those who discover that their information has been misused to file a complaint with them. You can obtain further information on how to file such a complaint by way of the contact information listed above. You have the right to file a police report if you ever experience identity theft or fraud. Please note that in order to file a report with law enforcement for identity theft, you will likely need to provide some proof that you have been a victim. Instances of known or suspected identity theft should also be reported to law enforcement and your state Attorney General. This notice has not been delayed by law enforcement.

*For Maryland residents*, the Maryland Attorney General may be contacted at: 200 St. Paul Place, 16th Floor, Baltimore, MD 21202; 1-410-528-8662 or 1-888-743-0023; and [www.oag.state.md.us](http://www.oag.state.md.us). Plumsted Township is located at 121 Evergreen Road, New Egypt, NJ 08533.

*For New York residents*, the New York Attorney General may be contacted at: Office of the Attorney General, The Capitol, Albany, NY 12224-0341; 1-800-771-7755; or <https://ag.ny.gov/>.

*For North Carolina residents*, the North Carolina Attorney General may be contacted at: 9001 Mail Service Center, Raleigh, NC 27699-9001; 1-877-566-7226 or 1-919-716-6000; and [www.ncdoj.gov](http://www.ncdoj.gov).