



Secure Processing Center  
P.O. Box 3826  
Suwanee, GA 30024

RECEIVED

NOV 27 2024

CONSUMER PROTECTION  
DIVISION

\*\*\*\*\*AUTO\*\*ALL FOR AADC 836



Boise, ID 83720-0001



November 22, 2024

Re: Notice of Data Security Incident

Dear \_\_\_\_\_ :

I am writing to inform you that Walsworth Publishing Company (“Walsworth”) recently experienced a data security incident which may have impacted your personal information. Walsworth takes the privacy and security of all information within its possession very seriously. Please read this letter carefully as it contains information regarding the incident and information about steps that you can take to help protect your information, including enrolling in the complimentary credit monitoring and identity protection services we are making available to you.

**What Happened?** On February 9, 2024, Walsworth was alerted to the occurrence of a potential data security incident involving its website and purchasing page. Walsworth promptly took steps to secure the website and hired cybersecurity experts to conduct an investigation to determine the nature and scope of the issue. Although the investigation did not find evidence of personal data exposure, Walsworth chose to notify customers out of an abundance of caution. After an in depth review of the potential data involved, Walsworth determined on November 1, 2024, that your customer information was potentially involved.

**What Information was Involved?** The information that may have been affected in connection with this incident includes your name as well as your payment card number, expiration date, and CVV or security code.

**What Are We Doing?** As soon as Walsworth discovered the potential incident, Walsworth took the steps discussed above. In addition, Walsworth coordinated efforts with the payment card processor and will work with them in any investigation. In order to reduce the likelihood of a similar incident occurring in the future, Walsworth also implemented additional measures to enhance the security of its website.

In addition, Walsworth is providing you with access to 12 months of complimentary identity protection services through CyEx, a global technology services leader. The deadline to enroll in these services is February 25, 2025.

**What You Can Do.** You can follow the recommendations included with this letter to protect your personal information. Walsworth recommends that you review your current and past credit and debit card account statements for discrepancies or unusual activity. If you see anything that you do not understand or that looks suspicious, or if you suspect that any fraudulent transactions have taken place, you should call the bank that issued the credit or debit card immediately

In addition, you can contact CyEx representatives who will work on your behalf to help resolve issues you may experience as a result of this incident.

**To Enroll:** To enroll in CyEx Identity Defense visit <https://app.identitydefense.com/enrollment/activate/wal>

1. **Enter your unique Activation Code**  
Enter your Activation Code and click 'Redeem Code'.
2. **Create Your Account**  
Enter your email address, create your password, and click 'Create Account'.
3. **Register**  
Enter your legal name, home address, phone number, date of birth, Social Security Number, and click 'Complete Account'.
4. **Complete Activation**  
Click 'Continue to Dashboard' to finish enrolling.

Please note the deadline to enroll in these complimentary services is February 25, 2025. Please do not discard this letter, as you will need the Activation code provided above to access services.

**For More Information:** If you have questions about this letter or need assistance, please do not hesitate to reach out to our designated call center at 1-888-596-4730, Monday through Friday from 9:00 a.m. to 9:00 p.m. Eastern Time, excluding holidays and they will be happy to provide you with additional information.

We take your trust in Walsworth and this matter very seriously. Please accept our apologies for any concern or inconvenience this may cause you.

Sincerely,



Mike Sargent  
Vice President of Technology  
Walsworth Publishing Company  
306 N Kansas Ave  
Marceline, MO 64658

## STEPS YOU CAN TAKE TO HELP PROTECT YOUR INFORMATION

**Review Your Account Statements and Notify Law Enforcement of Suspicious Activity:** As a precautionary measure, we recommend that you remain vigilant by reviewing your account statements and credit reports closely. If you detect any suspicious activity on an account, you should promptly notify the financial institution or company with which the account is maintained. You also should promptly report any fraudulent activity or any suspected incidence of identity theft to proper law enforcement authorities, your state attorney general, and/or the Federal Trade Commission (FTC).

**Request a Copy of Your Credit Report:** You may obtain a free copy of your credit report from each of the three major credit reporting agencies once every 12 months by visiting <https://www.annualcreditreport.com>, calling toll-free 1-877-322-8228, or by completing an Annual Credit Report Request Form and mailing it to Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348. You also can contact one of the following three national credit reporting agencies:

**Equifax**

P.O. Box 105851  
Atlanta, GA 30348  
1-800-525-6285  
[www.equifax.com](http://www.equifax.com)

**Experian**

P.O. Box 9532  
Allen, TX 75013  
1-888-397-3742  
[www.experian.com](http://www.experian.com)

**TransUnion**

P.O. Box 2000  
Chester, PA 19016  
1-800-916-8800  
[www.transunion.com](http://www.transunion.com)

**Place a Fraud Alert:** You may want to consider placing a fraud alert on your credit report. An initial fraud alert is free and will stay on your credit file for at least one year. The alert informs creditors of possible fraudulent activity within your report and requests that the creditor contact you prior to establishing any accounts in your name. To place a fraud alert on your credit report, contact any of the three credit reporting agencies identified above. Additional information is available at <https://www.annualcreditreport.com>.

**Put a Security Freeze:** You have the right to put a security freeze on your credit file for up to one year at no cost. This will prevent new credit from being opened in your name without the use of a PIN number that is issued to you when you initiate the freeze. A security freeze is designed to prevent potential creditors from accessing your credit report without your consent. As a result, using a security freeze may interfere with or delay your ability to obtain credit. You must separately place a security freeze on your credit file with each credit reporting agency. In order to place a security freeze, you may be required to provide the consumer reporting agency with information that identifies you, including your full name, Social Security Number, date of birth, current and previous addresses, a copy of your state-issued identification card, and a recent utility bill, bank statement or insurance statement.

**Additional Free Resources:** You can obtain information from the consumer reporting agencies, the FTC, or from your respective state Attorney General about fraud alerts, security freezes, and steps you can take toward preventing identity theft. You may report suspected identity theft to local law enforcement, including to the FTC or to the Attorney General in your state.

**Federal Trade Commission (FTC)**

600 Pennsylvania Ave, NW  
Washington, DC 20580  
consumer.ftc.gov, and  
www.ftc.gov/idtheft  
1-877-438-4338

**Maryland Attorney General**

200 St. Paul Place  
Baltimore, MD 21202  
oag.state.md.us  
1-888-743-0023

**New York Attorney General**

Bureau of Internet and Technology  
Resources  
28 Liberty Street  
New York, NY 10005  
1-212-416-8433

**North Carolina Attorney General**

9001 Mail Service Center  
Raleigh, NC 27699  
ncdoj.gov  
1-877-566-7226

**Rhode Island Attorney General**

150 South Main Street  
Providence, RI 02903  
<http://www.riag.ri.gov>  
1-401-274-4400

**Washington D.C. Attorney General**

441 4th Street, NW  
Washington, DC 20001  
oag.dc.gov  
1-202-727-3400

There are 145 RI residents impacted.

**You also have certain rights under the Fair Credit Reporting Act (FCRA):** These rights include to know what is in your file; to dispute incomplete or inaccurate information; to have consumer reporting agencies correct or delete inaccurate, incomplete, or unverifiable information; as well as other rights. For more information about the FCRA and your rights pursuant to the FCRA, please visit <https://www.consumer.ftc.gov/articles/pdf-0096-fair-credit-reporting-act.pdf>.