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June 10, 2022

VIA E-MAIL

Office of the Attorney General of Iowa
Consumer Protection Division
Security Breach Notifications
1305 E. Walnut Street
Des Moines, Iowa 50319-0106
E-mail: consumer@ag.iowa.gov

Re: Notice of Data Event

Dear Sir or Madam:

We represent Dee Zee, Inc. (“Dee Zee”) located at 1572 NE 58th Avenue, Des Moines, IA 50313, and are writing to notify your office of an incident that may affect the security of certain personal information relating to one thousand three hundred twenty-two (1322) Iowa residents. The investigation into this matter is ongoing, and this notice will be supplemented with any new significant facts learned subsequent to its submission. By providing this notice, Dee Zee does not waive any rights or defenses regarding the applicability of Iowa law, the applicability of the Iowa data event notification statute, or personal jurisdiction.

Nature of the Data Event

On or about March 14, 2022, Dee Zee detected suspicious activity in its environment and immediately initiated an investigation. Through the investigation, which was conducted with the assistance of third-party forensic specialists, Dee Zee determined that an unauthorized actor had the ability to access certain information stored on the Dee Zee network between March 12, 2022, and March 14, 2022. Dee Zee undertook a review of the data potentially at risk and on May 17, 2022, determined information relating to certain individuals was impacted by this event. The information that could have been subject to unauthorized access includes name, address, date of birth, Social Security number, tax information, financial account information.

Notice to Iowa Residents

On or about June 10, 2022, Dee Zee began providing written notice of this incident to one thousand three hundred twenty-two (1322) Iowa residents. 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, Dee Zee moved quickly to investigate and respond to the incident, assess the security of Dee Zee systems, and identify potentially affected individuals. Further, Dee Zee notified the FBI regarding the event. Dee Zee is also working to implement additional safeguards and training to its employees. Dee Zee is providing access to credit monitoring services for 12 months through Experian, to individuals whose personal information was potentially affected by this incident, at no cost to these individuals.

Additionally, Dee Zee is providing impacted individuals with guidance on how to better protect against identity theft and fraud. Dee Zee is providing individuals with information on how to place a fraud alert and security freeze on one's credit file, 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.

Dee Zee is providing written notice of this incident to relevant state regulators, as necessary.

Contact Information

Should you have any questions regarding this notification or other aspects of the data security event, please contact us at (267) 930-4842.

Very truly yours,



Vincent F. Regan of
MULLEN COUGHLIN LLC

VFR/jpc
Enclosure

EXHIBIT A



June 10, 2022

Return Mail Processing
PO Box 589
Claysburg, PA 16625-0589

H9799-L01-0000001 T00001 P001 *****SCH 5-DIGIT 12345

SAMPLE A SAMPLE - L01

APT ABC

123 ANY STREET

ANYTOWN, FC 1A2 B3C

COUNTRY



NOTICE OF [Extra1]

Dear Sample A. Sample:

Dee Zee, Inc. (“Dee Zee”) writes to inform of a recent incident that may affect some of your information. This letter provides you with information about the incident, our response, and steps you may take to protect against possible misuse of your information, should you feel it necessary to do so.

What Happened? On March 14, 2022, Dee Zee detected suspicious activity in our environment and immediately initiated an investigation. Through the investigation, which was conducted with the assistance of third-party forensic specialists, we determined that an unauthorized actor had the ability to access certain information stored on our network between March 12, 2022, and March 14, 2022. We undertook a review of the data potentially at risk and on May 17, 2022 determined information related to you was potentially accessed. While we do not have any evidence of information on our network being misused, we are providing you this notice out of an abundance of caution to make you aware of this incident.

What Information Was Involved? We determined that the types of information potentially impacted by this incident includes your, name, address, date of birth, Social Security number, tax information, financial account information.

What We Are Doing. As soon as we detected the suspicious activity, we worked to contain the incident and secure our systems. Dee Zee is committed to protecting your information. As part of this commitment, we are reviewing and strengthening our existing policies, procedures, and systems related to cyber security.

Although we have no evidence of any actual or attempted identity theft or fraud resulting from this incident, we arranged to have Experian provide identity monitoring services to you for twelve (12) months at no cost as an added precaution. Please review the enclosed *Steps You Can Take to Protect Personal Information* for instructions on how to enroll in these services.

What You Can Do. We encourage you to remain vigilant against incidents of identity theft and fraud by reviewing your account statements, enrolling in the complimentary identity monitoring services we are offering through Experian, and reviewing your free credit reports for suspicious activity and to detect errors over the next 12 to 24 months

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H9799-L01

For More Information. We understand you may have questions about the incident that are not addressed in this letter. If you have additional questions, please call (877) 644-1116 Monday through Friday from 9:00 am to 11:00 pm or Saturday or Sunday from 11:00 am to 8:00 pm Eastern Time (excluding major US holidays). Be prepared to provide your engagement number B051900. You may also write to us at 1572 NE 58th Avenue, Des Moines, IA 50313.

We apologize for this incident and regret any concern this causes you.

Sincerely,

Kelli Gallagher
President
www.deezee.com

STEPS YOU CAN TAKE TO PROTECT PERSONAL INFORMATION

Enroll in Credit Monitoring

To help protect your identity, we are offering a complimentary twelve-month membership of Experian's® IdentityWorksSM. This product provides you with superior identity detection and resolution of identity theft. To activate your membership and start monitoring your personal information please follow the steps below:

- Ensure that you enroll by: **September 30, 2022** (Your code will not work after this date.)
- Visit the Experian IdentityWorks website to enroll: <https://www.experianidworks.com/credit>
- Provide your activation code: **ABCDEFGHI**

If you have questions about the product, need assistance with identity restoration or would like an alternative to enrolling in Experian IdentityWorks online, please contact Experian's customer care team at **(877) 644-1116** by **September 30, 2022**. Be prepared to provide engagement number **B051900** as proof of eligibility for the identity restoration services by Experian.

ADDITIONAL DETAILS REGARDING YOUR TWELVE (12)-MONTH EXPERIAN IDENTITYWORKS MEMBERSHIP:

A credit card is not required for enrollment in Experian IdentityWorks.

You can contact Experian immediately regarding any fraud issues, and have access to the following features once you enroll in Experian IdentityWorks:

- Experian credit report at signup: See what information is associated with your credit file. Daily credit reports are available for online members only.*
- Credit Monitoring: Actively monitors Experian file for indicators of fraud.
- Identity Restoration: Identity Restoration agents are immediately available to help you address credit and non-credit related fraud.
- Experian IdentityWorks ExtendCARETM: You receive the same high-level of Identity Restoration support even after your Experian IdentityWorks membership has expired.
- Up to \$1 Million Identity Theft Insurance^{**}: Provides coverage for certain costs and unauthorized electronic fund transfers.

If you believe there was fraudulent use of your information and would like to discuss how you may be able to resolve those issues, please reach out to an Experian agent at (877) 644-1116. If, after discussing your situation with an agent, it is determined that Identity Restoration support is needed, then an Experian Identity Restoration agent is available to work with you to investigate and resolve each incident of fraud that occurred (including, as appropriate, helping you with contacting credit grantors to dispute charges and close accounts; assisting you in placing a freeze on your credit file with the three major credit bureaus; and assisting you with contacting government agencies to help restore your identity to its proper condition).

Please note that this Identity Restoration support is available to you for twelve (12) months from the date of this letter and does not require any action on your part at this time. The Terms and Conditions for this offer are located at www.ExperianIDWorks.com/restoration. You will also find self-help tips and information about identity protection at this site.

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 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.

* Offline members will be eligible to call for additional reports quarterly after enrolling.

** The Identity Theft Insurance is underwritten and administered by American Bankers Insurance Company of Florida, an Assurant company. Please refer to the actual policies for terms, conditions, and exclusions of coverage. Coverage may not be available in all jurisdictions.



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:

Equifax	Experian	TransUnion
https://www.equifax.com/personal/credit-report-services/	https://www.experian.com/help/	https://www.transunion.com/credit-help
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; 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.