



MULLEN  
COUGHLIN<sup>LLC</sup>  
ATTORNEYS AT LAW

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August 28, 2020

**VIA E-MAIL**

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

**Re: Notice of Data Event**

Dear Sir or Madam:

We represent Hupy & Abraham, S.C. (“Hupy & Abraham”), located at 111 E Kilbourn Ave #1100, Milwaukee, WI 53202. Hupy & Abraham is writing to notify your office of an incident that may impact the privacy of personal information relating to one thousand one hundred fifty-one (1,151) Iowa residents. Hupy & Abraham reserves the right to supplement this notice may be supplemented with new significant facts learned subsequent to its submission. By providing this notice, Hupy & Abraham 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 June 10, 2020, Hupy & Abraham learned of unusual activity impacting the operability of certain systems. Accordingly, Hupy & Abraham immediately commenced an investigation, working with third-party forensic investigators, to assess the nature and scope of the activity. The investigation determined that an unknown actor encrypted certain of Hupy & Abraham’s systems and acquired or accessed a limited number of files from the systems between June 6, 2020 and June 12, 2020. Therefore, Hupy & Abraham undertook a review of the affected dataset to confirm the type of personal information contained in the affected dataset and the individuals to whom it related. This review was completed on August 4, 2020.

The investigation determined that the following types of information related to Iowa residents may have been accessible within the affected systems: name, Social Security number, and driver’s

license number. To date, the investigation has found no evidence of any actual or attempted misuse of personal information as a result of this event.

### **Notice to Iowa Residents**

On August 28, 2020, Hupy & Abraham provided written notice of this incident to potentially affected individuals. This includes approximately one thousand one hundred fifty-one (1,151) Iowa residents whose personal information under state law may have been accessible. Written notice to the individuals is being provided in substantially the same form as the letter attached here as *Exhibit A*.

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

Upon learning of this incident, Hupy & Abraham moved quickly to assess the security of its systems, reset passwords, and to notify potentially impacted individuals. Hupy & Abraham is also offering complimentary access to 12 months of credit and identity monitoring services, including identity restoration services, through Experian for affected individuals, and the contact information for a dedicated call center for potentially affected individuals to contact with questions or concerns regarding this incident.

Additionally, Hupy & Abraham is providing affected individuals with guidance on how to better protect themselves against identity theft and fraud. This guidance includes 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 about incidents of identity theft and fraud by reviewing account statements and monitoring free credit reports, and encouragement to contact the Federal Trade Commission, the respective state Attorney General, and law enforcement to report attempted or actual identity theft and fraud. Hupy & Abraham will also be providing notice of this event to other regulators as may be required under applicable state law.

### **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,



Vince Regan of  
MULLEN COUGHLIN LLC

VFR:hyb  
Enclosure

# Exhibit A

August 28, 2020

F7500-L03-0000003 P001 T00001 \*\*\*\*\*MIXED AADC 159



SAMPLE A SAMPLE - L03 - INDIVIDUAL

APT 123

123 ANY ST

ANYTOWN, US 12345-6789



Re: Notice of Data Breach

Dear Sample A Sample:

Hupy & Abraham, S.C. (“Hupy & Abraham”) writes to make you aware of a recent incident involving your personal information. While we are unaware of any actual or attempted misuse of your information, this letter provides you with more information about what happened and what we are doing in response.

**What Happened?** On June 10, 2020, Hupy & Abraham learned of unusual activity impacting the operability of certain of its systems. Accordingly, we immediately commenced an investigation, working with third-party forensic investigators, to assess the nature and scope of the activity. The investigation determined that an unknown actor encrypted certain of Hupy & Abraham’s systems and acquired or accessed a limited number of files from the systems between June 6, 2020 and June 12, 2020. Therefore, we undertook a review of the affected dataset to confirm the type of personal information contained in the affected dataset and the individuals to whom it related. This review was completed on August 4, 2020.

**What Information Was Involved?** Our investigation determined that your first and last name, as well as your data elements, were stored within one of the systems whose data was collected by the malware.

**What Are We Doing?** We take the security of personal information in our care seriously. Upon learning of this incident, we moved quickly to assess the security of our systems, reset passwords, and to notify potentially impacted individuals. As part of our ongoing commitment to information security, we are also reviewing and enhancing existing policies and procedures, including the deployment of multi-factor authentication on our VPN network. We will also be reporting this incident to necessary state regulators. Additionally, while we are unaware of any actual or attempted misuse of your information, in an abundance of caution, we are notifying potentially impacted individuals, including you, so that you may take further steps to protect your information, should you feel it appropriate to do so, and providing you with access to one (1) year of identity protection service through Experian at no cost to you.

**What Can You Do.** Please review the enclosed “Steps You Can Take to Protect Your Information” for further details, which contain more information on the identity monitoring services we are offering and how to activate them.



**For More Information.** We recognize you may have questions not addressed in this letter. If you have additional questions, please call our dedicated assistance line at (844) 933-2743 (toll free), Monday – Friday, 8:00 a.m. to 10:00 p.m. Central Time, and Saturday – Sunday, 10:00 a.m. to 7:00 a.m. Central Time (excluding U.S. national holidays).

We sincerely regret any inconvenience this incident may cause you. Protecting your information is important to us, and Hupy & Abraham remains committed to safeguarding information in our care.

Sincerely,

A handwritten signature in black ink that reads "Jason Abraham". The signature is written in a cursive, flowing style.

Jason Abraham, Esq.  
Managing Partner  
Hupy & Abraham, S.C.

## STEPS YOU CAN TAKE TO PROTECT YOUR INFORMATION

### Enroll in Complimentary Identity Monitoring Services

To help protect your identity, we are offering a complimentary one (1) year membership to Experian's IdentityWorks. Experian's offering includes credit monitoring and identity restoration support. To activate your membership and start monitoring your personal information please follow the steps below:

1. Visit the Experian IdentityWorks website to enroll: <https://www.experianidworks.com/credit>
2. Provide your activation code: **ABCDEFGHI**
3. You have until **11/30/2020** to activate your identity monitoring services. Your activation code will not work after this date.

If you have questions about Experian's offering or need assistance with identity restoration, please contact Experian's customer care team at (844) 933-2743 by **11/30/2020**. Be prepared to provide engagement number **DB22199** proof of eligibility for the identity restoration services by Experian.

### Monitor Your Accounts

We encourage you to remain vigilant against incidents of identity theft and fraud, to review your account statements, and to monitor your credit reports for suspicious activity. Under U.S. law you are entitled to one (1) free credit report annually from each of the three (3) major credit reporting bureaus. 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 contact the three (3) major credit bureaus listed below directly to request a free copy of your credit report. You may wish to stagger your requests so that you receive a free report by one of the three credit bureaus every four months.

You have the right to place a "security freeze" on your credit report, which will prohibit a consumer reporting agency from releasing information in your credit report without your express authorization. The security 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 security 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 security freeze on your credit report. Should you wish to place a security freeze, please contact the major consumer reporting agencies listed below:

#### **Experian**

P.O. Box 9554  
Allen, TX 75013  
1-888-397-3742

[www.experian.com/freeze/center.html](http://www.experian.com/freeze/center.html)

#### **TransUnion**

P.O. Box 160  
Woodlyn, PA 19094  
1-888-909-8872

[www.transunion.com/credit-freeze](http://www.transunion.com/credit-freeze)

#### **Equifax**

P.O. Box 105788  
Atlanta, GA 30348-5788  
1-800-685-1111

[www.equifax.com/personal/credit-report-services](http://www.equifax.com/personal/credit-report-services)

In order to request a security freeze, you will need to provide the following information:

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, 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 (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.

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As an alternative to a security freeze, you have the right to place an initial or extended “fraud alert” on your file at no cost. An initial fraud alert is a one (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 (7) years. Should you wish to place a fraud alert, please contact any one of the agencies listed below:

**Experian**

P.O. Box 9554  
Allen, TX 75013  
1-888-397-3742  
[www.experian.com/fraud/center.html](http://www.experian.com/fraud/center.html)

**TransUnion**

P.O. Box 2000  
Chester, PA 19016  
1-800-680-7289  
[www.transunion.com/fraud-alerts](http://www.transunion.com/fraud-alerts)

**Equifax**

P.O. Box 105069  
Atlanta, GA 30348  
1-888-766-0008  
[www.equifax.com/personal/credit-report-services](http://www.equifax.com/personal/credit-report-services)

You can further educate yourself regarding identity theft, fraud alerts, security freezes, and the steps you can take to protect yourself, by contacting the consumer reporting agencies, the Federal Trade Commission, or your state Attorney General.

The Federal Trade Commission can 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 Attorney General may be contacted at: 200 St. Paul Place, 16th Floor, Baltimore, MD 21202; 1-888-743-0023; or [www.oag.state.md.us](http://www.oag.state.md.us).

**For New Mexico residents**, you have rights pursuant to the Fair Credit Reporting Act, such as the right to be told if information in your credit file has been used against you, the right to know what is in your credit file, the right to ask for your credit score, and the right to dispute incomplete or inaccurate information. Further, pursuant to the Fair Credit Reporting Act, the consumer reporting agencies must correct or delete inaccurate, incomplete, or unverifiable information; consumer reporting agencies may not report outdated negative information; access to your file is limited; you must give your consent for credit reports to be provided to employers; you may limit “prescreened” offers of credit and insurance you get based on information in your credit report; and you may seek damages from violators. You may have additional rights under the Fair Credit Reporting Act not summarized here. Identity theft victims and active duty military personnel have specific additional rights pursuant to the Fair Credit Reporting Act. We encourage you to review your rights pursuant to the Fair Credit Reporting Act by visiting [www.consumerfinance.gov/f/201504\\_cfpb\\_summary\\_your-rights-under-fcra.pdf](http://www.consumerfinance.gov/f/201504_cfpb_summary_your-rights-under-fcra.pdf) or by writing to Consumer Response Center, Room 130-A, Federal Trade Commission, 600 Pennsylvania Ave. N.W., Washington, D.C. 20580.

**For North Carolina residents**, the Attorney General may be contacted at: 9001 Mail Service Center, Raleigh, NC 27699-9001; 1-877-566-7226 or 1-919-716-6400; or [www.ncdoj.gov](http://www.ncdoj.gov). You can also obtain information from the Attorney General or the Federal Trade Commission about preventing identity theft.

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