

Notice of a Data Incident

On March 30, 2021, A New Leaf, Inc. (“A New Leaf”) discovered that its system was impacted by a ransomware event that encrypted certain files on its accounting shared drive folder.

Upon learning of the incident, A New Leaf promptly began an investigation with the help of a leading cybersecurity firm. Due to the segregation of A New Leaf’s systems, it was believed that personal information was not impacted by the incident, so the investigation was focused on identifying how the incident occurred and confirming that the incident was contained. In the course of the investigation, on June 23, 2021, A New Leaf learned that an unauthorized third party had gained access to certain files on its network, which may have contained personal information. Upon identifying this, A New Leaf began a review of those files to determine what, if any, personal information may have been impacted.

On October 11, 2021, after a manual review of these documents, A New Leaf identified the it was determined that personal information was involved. On December 30, 2021, A New Leaf sent written notification to all potentially involved individuals for whom it has contact information. For the individuals with Social Security numbers involved, A New Leaf included an offer for a complimentary membership for credit monitoring and identity protection services.

To date, there is no indication of any identity theft or fraud occurring as a result of this incident; however, as a precautionary measure, involved individuals should remain vigilant to protect against potential fraud and/or identity theft by, among other things, reviewing their account statements, monitoring their credit reports closely, and notifying their financial institutions if unusual activity is detected. Individuals should also promptly report any fraudulent activity or suspected identity theft to proper law enforcement authorities, including the police and their state’s attorney general. Individuals may also wish to review the tips provided by the Federal Trade Commission (“FTC”) on fraud alerts, security/credit freezes and steps that they can take to avoid identity theft. For more information and to contact the FTC, please visit www.ftc.gov/idtheft or call 1-877-ID-THEFT (1-877-438-4338). Individuals may also contact the FTC at: Federal Trade Commission, 600 Pennsylvania Avenue, NW, Washington, DC 20580.

Contact information for the three national credit reporting agencies is as follows:

Equifax
1-800-349-9960
www.equifax.com
P.O. Box 105788
Atlanta, GA 30348

Experian
1-888-397-3742
www.experian.com
P.O. Box 9554
Allen, TX 75013

TransUnion
1-800-888-4213
www.transunion.com
P.O. Box 1000
Chester, PA 19016

A New Leaf takes the responsibility to safeguard your personal information seriously and it appreciates your cooperation as it worked to resolve this incident. Additional information is available via a confidential, toll-free inquiry line at 1-800-872-4923 from 7:00 a.m. to 4:00 p.m. Mountain Time.