



Maria Efaplatidis, Partner
Cybersecurity & Data Privacy Team
45 Main Street, Suite 206
Brooklyn, NY 11201
Mobile: 917.414.8991
Email: mefaplatidis@constangy.com

August 25, 2025

VIA ONLINE SUBMISSION

Attorney General Aaron Frey
Office of the Attorney General
Consumer Protection Division
Security Breach Notification
111 Sewall Street, 6th Floor
Augusta, ME 04330

Re: Notice of Data Security Incident

Dear Attorney General Frey:

Constangy, Brooks, Smith & Prophete, LLP, represents Beech Acres Parenting Center (“Beech Acres”) in relation to a recent data security incident. Beech Acres takes the protection of all information within its possession very seriously and has taken measures to reduce the likelihood of a similar incident from reoccurring. This notice is being sent on behalf of Beech Acres because personal information for approximately 2 Maine residents could have been involved in the incident.

1. Nature of the Security Incident

On November 23, 2024, we discovered unusual activity in our digital environment. Upon discovering this activity, we immediately took steps to secure the network and initiated an investigation, aided by independent cybersecurity experts, to determine what happened and whether sensitive information may have been affected. This forensic investigation determined that certain Beech Acres data may have been accessed or acquired without authorization in connection with this incident. As a result, we initiated a comprehensive review of the potentially affected data to identify individuals’ contact information in order to effectuate notifications. This review concluded on August 13, 2025, and notice was provided promptly thereafter.

The potentially affected information varies for each individual but may have included individuals’ names, date of birth, Social Security number, driver's license number, username and password, medical information, and health insurance information.

2. Number of Maine Residents Affected

On August 22, 2025, Beech Acres notified approximately 2 Maine residents within the potentially affected population, via USPS First-Class Mail. A sample copy of the notification letter sent to the impacted individuals is included with this correspondence.

3. Steps Taken Relating to the Incident

As soon as Beech Acres learned of the unusual network activity, we took steps to secure its systems and initiated an investigation to learn more about what happened and what information could have been affected. Beech Acres implemented additional safeguards to help ensure the security of its systems and to reduce the risk of a similar incident occurring in the future.

Beech Acres is providing those whose Social Security number was involved with identity protection services through TransUnion. The TransUnion identity protection services include 12 months of Single Bureau Credit Monitoring/Single Bureau Credit Report/Single Bureau Credit Score. In addition, Beech Acres has established a toll-free call center through TransUnion to answer questions about the incident and address related concerns.

Additionally, Beech Acres is providing impacted individuals with guidance on how to better protect against identity theft and fraud. Beech Acres is also providing individuals with information on how to place a fraud alert and security freeze on their 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.

4. Contact Information

If you have any questions or need additional information, please do not hesitate to contact me at mefaplatidis@constangy.com or 917.414.8991.

Sincerely,



Maria Efaplatidis
Partner, Constangy Cyber Team

Attachment: Sample Notification Letter

P
[REDACTED]



August 14, 2025

Subject: Notice of Data Security Incident

Dear [REDACTED],

I am writing to inform you of a data security incident that may have affected you and your personal information. At Beech Acres Parenting Center, we take the privacy and security of the information in our possession very seriously. This is why we are informing you of the incident and providing you with steps you can take to protect your personal information.

What Happened. On November 23, 2024, we discovered unusual activity in our digital environment. Upon discovering this activity, we immediately took steps to secure the network and launched an investigation, aided by independent cybersecurity experts, to determine what happened and whether sensitive information may have been affected. This forensic investigation determined that certain Beech Acres data may have been accessed or acquired without authorization in connection with this incident. As a result, we launched a comprehensive review of the potentially affected data to identify individuals' contact information in order to effectuate notifications. This review concluded on August 13, 2025, and identified some of your information within the potentially affected dataset.

What Information Was Involved. The potentially affected information included your name, Date of Birth, Social Security Number, Driver's License or State ID, Account Number, Routing Number, Medical Information and Health Insurance Information

What We Are Doing. As soon as we discovered the incident, we took the steps described above, including performing a thorough review of our email environment to investigate the incident, and implemented additional security measures to protect our digital environment and minimize the likelihood of future incidents. We also notified the Federal Bureau of Investigation of the incident and will provide whatever cooperation is necessary to hold the perpetrators accountable.

In addition, we are providing you with access to **Single Bureau Credit Monitoring/Single Bureau Credit Report/Single Bureau Credit Score** services at no charge. These services provide you with alerts for twelve (12) months from the date of enrollment when changes occur to your credit file. This notification is sent to you the same day that the change or update takes place with the bureau. Finally, we are providing you with proactive fraud assistance to help with any questions that you might have or in event that you become a victim of fraud. These services will be provided by Cyberscout, a TransUnion company specializing in fraud assistance and remediation services.

What You Can Do: Receiving this letter does not mean that you are the victim of identity theft. We recommend that you activate your complimentary services using the unique code provided below. We also recommend that you review the guidance included with this letter about how to protect your information.

To enroll in Credit Monitoring services at no charge, please log on to <https://bfs.cyberscout.com/activate> and follow the instructions provided. When prompted please provide the following unique code to receive services:

[REDACTED]

000010102G0500

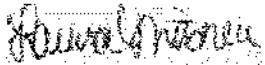
P

In order for you to receive the monitoring services described above, you must enroll within 90 days from the date of this letter. The enrollment requires an internet connection and e-mail account and may not be available to minors under the age of 18 years of age. Please note that when signing up for monitoring services, you may be asked to verify personal information for your own protection to confirm your identity.

For More Information: If you have any questions about this letter, please contact our dedicated call center for this incident at 833-397-8859. Representatives are available Monday through Friday from 8:00 a.m. to 8:00 p.m. Eastern Time, excluding holidays, and have been fully versed on this incident. Please note the deadline to enroll is 90 days from the date of this letter.

Please accept our sincere apologies and know that we deeply regret any worry or inconvenience that this may cause you.

Sincerely,

A handwritten signature in dark ink, appearing to read "Laura Mitchell", is positioned above the typed name.

Laura Mitchell
CEO
Beech Acres Parenting Center
615 Elsinore Place, STE 500,
Cincinnati OH 45202

ADDITIONAL STEPS YOU CAN TAKE TO FURTHER 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 (the “FTC”).

Personal Information of a Minor: You can request that each of the three national consumer reporting agencies perform a manual search for a minor’s Social Security number to determine if there is an associated credit report. Copies of identifying information for the minor and parent/guardian may be required, including birth or adoption certificate, Social Security card, and government issued identification card. If a credit report exists, you should request a copy of the report and immediately report any fraudulent accounts to the consumer reporting agency. You can also report any misuse of a minor’s information to the FTC at <https://www.identitytheft.gov/>. For more information about Child Identity Theft and instructions for requesting a manual Social Security number search, visit www.consumer.ftc.gov/articles/0040-child-identity-theft. Contact information for the three national credit reporting agencies is below.

Copy of 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 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

Experian

P.O. Box 9532
Allen, TX 75013
1-888-397-3742
www.experian.com

TransUnion

P.O. Box 1000
Chester, PA 19016
1-800-916-8800
www.transunion.com

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 www.annualcreditreport.com.

Security Freeze: You have the right to put a security freeze on your credit file 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

600 Pennsylvania Ave, NW
Washington, DC 20580
consumer.ftc.gov
877-438-4338

California Attorney General

1300 I Street
Sacramento, CA 95814
www.oag.ca.gov/privacy
800-952-5225

Iowa Attorney General

1305 E. Walnut Street
Des Moines, Iowa 50319
www.iowaattorneygeneral.gov
888-777-4590

Kentucky Attorney General

700 Capitol Avenue, Suite 118
Frankfort, Kentucky 40601
www.ag.ky.gov
502-696-5300

Maryland Attorney General

200 St. Paul Place
Baltimore, MD 21202
www.marylandattorneygeneral.gov/Pages/
CPD
888-743-0023

New York Attorney General

The Capitol
Albany, NY 12224
800-771-7755
ag.ny.gov

NY Bureau of Internet and Technology

28 Liberty Street
New York, NY 10005
www.dos.ny.gov/consumerprotection/
212.416.8433

NC Attorney General

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

Oregon Attorney General

1162 Court St., NE
Salem, OR 97301
www.doj.state.or.us/consumer-protect
ion
877-877-9392

Rhode Island Attorney General

150 South Main Street
Providence, RI 02903
www.riag.ri.gov
401-274-4400

Washington D.C. Attorney General

400 S 6th Street, NW
Washington, DC 20001
oag.dc.gov/consumer-protection
202-442-9828

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 www.consumer.ftc.gov/sites/default/files/articles/pdf/pdf-0096-fair-credit-reporting-act.pdf.