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CONSUMER PROTECTION

December 3, 2025

**VIA FIRST CLASS MAIL**

Attorney General John Formella  
Office of the Attorney General  
33 Capitol Street  
Concord, NH 03301

**Re: Image Works Display – Incident Notification**

To whom it may concern:

McDonald Hopkins PLC represents Image Works Display (“Image Works”) located at 415 Wachovia St., Winston-Salem, NC 27101. I am writing to provide notification of an incident at Image Works that may affect the security of personal information of approximately one (1) New Hampshire resident. By providing this notice, Image Works does not waive any rights or defenses regarding the applicability of New Hampshire law or personal jurisdiction.

On or about August 21, 2025, Image Works experienced unauthorized access to its network. Upon detecting the unauthorized activity, Image Works immediately contained the incident and commenced a thorough investigation. As part of its investigation, Image works engaged leading cybersecurity experts to identify what personal information, if any, was involved.

After an extensive forensic investigation and manual document review, Image Works discovered on or about October 16, 2025, that certain information may have been subject to unauthorized access or acquisition containing personal information pertaining to one (1) New Hampshire resident. The information included full name, address, and social security number.

Image Works is not aware of any reports of identity theft or financial fraud related to this incident. Nevertheless, out of an abundance of caution, Image Works wanted to inform your office (and the affected residents) of the incident. Image Works is providing the affected residents with written notification of this incident commencing on or about December 3, 2025, in substantially the same form as the letter attached hereto.

Notified individuals will be provided with best practices to protect their information. Image Works will advise the affected residents to always remain vigilant in reviewing financial account statements for fraudulent or irregular activity on a regular basis. Image Works will advise the affected residents about the process for placing a fraud alert and/or security freeze on their credit files and obtaining free credit reports. Image Works will also provide credit monitoring to the affected individuals. The affected residents are also being provided with the contact information for the consumer reporting agencies, and the Federal Trade Commission.

At Image Works, protecting the privacy of personal information is a top priority. Image Works is committed to maintaining the privacy of personal information in its possession and has taken many precautions to safeguard it. Image Works continually evaluates and modifies its practices to enhance the security and privacy of the personal information it maintains.

If you have any additional questions, please contact me at 248.402.4066 or [hshumaker@mcdonaldhopkins.com](mailto:hshumaker@mcdonaldhopkins.com).

Very truly yours,

A handwritten signature in black ink, appearing to read 'H. Shumaker', with a long horizontal flourish extending to the right.

Heather Shumaker

Encl.

## Image Works Display

415 Wachovia St.  
Winston-Salem, NC 27101

### **IMPORTANT INFORMATION PLEASE REVIEW CAREFULLY**

Dear [REDACTED]:

I am writing with important information regarding a recent security incident. The privacy and security of the personal information entrusted to Image Works Display ("Image Works") is of the utmost importance to us. As such, we wanted to provide you with information about the incident, explain the services we are making available to you, and let you know that we continue to take significant measures to protect the information entrusted to us.

#### What Happened?

On or about August 21, 2025, Image Works observed unauthorized access to our network.

#### What We Are Doing.

Upon learning of the issue, we secured our network and commenced a prompt and thorough investigation. As part of our investigation, we have worked very closely with external cybersecurity professionals experienced in handling these types of incidents. Following the completion of our investigation, it was determined that some of our files may have been accessed or removed by the unauthorized individual(s) on August 21, 2025. We conducted a thorough review of the potentially impacted data and on October 16, 2025, determined that the impacted files may have contained your personal information.

#### What Information Was Involved?

The information that may have been impacted includes your [REDACTED]

#### What You Can Do.

**We have no evidence that any of your information has been used to commit fraud or identity theft as a result of this incident.** Nevertheless, out of an abundance of caution, we want to make you aware of the incident and provide complimentary credit monitoring services as a precaution. To protect you and your information, we are providing you with 12 months of single bureau credit monitoring, dark web monitoring, and identity theft insurance at no charge. These services will be provided by Identity Theft Guard Solutions, Inc. d/b/a IDX who specializes in fraud assistance and remediation services. For more information on identity theft prevention and the credit monitoring services being offered to you, including instructions on how to activate your complimentary membership, please see the additional information provided in this letter.

Further, this letter also provides other precautionary measures you can take to protect your personal information, including placing a Fraud Alert and/or Security Freeze on your credit files, and/or obtaining a free credit report. Additionally, you should always remain vigilant in reviewing your financial account statements and credit reports for fraudulent or irregular activity on a regular basis.

#### For More Information.

Please accept our apologies that this incident occurred. We are committed to maintaining the privacy of personal information in our possession and have taken many precautions to safeguard it. We continually evaluate and modify our practices and internal controls to enhance the security and privacy of your personal information.

**If you have any further questions regarding this incident, please call our dedicated and confidential toll-free response line that we have set up to respond to questions at [REDACTED].** This response line is staffed with professionals familiar with this incident and knowledgeable on what you can do to help protect against potential misuse of your information. The response line is available Monday through Friday, 9:00 a.m. to 9:00 p.m. Eastern Time (except for holidays).

Sincerely,

Image Works Display  
415 Wachovia St.  
Winston-Salem, NC 27101

**– OTHER IMPORTANT INFORMATION –**

**1. Enrolling in Complimentary [REDACTED]-Month Credit Monitoring.**

**Activate IDX Identity Protection Membership Now in Three Easy Steps**

1. ENROLL by: **December 1, 2026** (Your code will not work after this date.)
2. VISIT the **IDX website** to enroll: [REDACTED]
3. PROVIDE the **Enrollment Code**: [REDACTED]

If you have questions about the product or if you would like to enroll over the phone, please contact IDX at [REDACTED].

**2. Placing a Fraud Alert.**

Whether or not you choose to use the complimentary credit monitoring services, we recommend that you place an initial 90-day “Fraud Alert” on your credit files, at no charge. A fraud alert tells creditors to contact you personally before they open any new accounts. To place a fraud alert, call any one of the three major credit bureaus at the numbers listed below. As soon as one credit bureau confirms your fraud alert, they will notify the others.

***Equifax***

P.O. Box 105069  
Atlanta, GA 30348-5069  
<https://www.equifax.com/personal/credit-report-services/credit-fraud-alerts/>  
(800) 525-6285

***Experian***

P.O. Box 9554  
Allen, TX 75013  
<https://www.experian.com/fraud/center.html>  
(888) 397-3742

***TransUnion***

Fraud Victim Assistance Department  
P.O. Box 2000  
Chester, PA 19016-2000  
<https://www.transunion.com/fraud-alerts>  
(800) 680-7289

**3. Consider Placing a Security Freeze on Your Credit File.**

If you are very concerned about becoming a victim of fraud or identity theft, you may request a “Security Freeze” be placed on your credit file at no cost. A security freeze prohibits, with certain specific exceptions, the consumer reporting agencies from releasing your credit report or any information from it without your express authorization. You may place a security freeze on your credit report by sending a request in writing, by mail, to all three nationwide credit reporting companies. To find out more on how to place a security freeze, you can use the following contact information:

***Equifax Security Freeze***

P.O. Box 105788  
Atlanta, GA 30348-5788  
<https://www.equifax.com/personal/credit-report-services/credit-freeze/>  
(888)-298-0045

***Experian Security Freeze***

P.O. Box 9554  
Allen, TX 75013  
<http://experian.com/freeze>  
(888) 397-3742

***TransUnion Security Freeze***

P.O. Box 160  
Woodlyn, PA 19094  
<https://www.transunion.com/credit-freeze>  
(888) 909-8872

In order to place the security freeze, you’ll need to supply your name, address, date of birth, Social Security number and other personal information. After receiving your freeze request, each credit reporting company will send you a confirmation letter containing a unique PIN (personal identification number) or password. Keep the PIN or password in a safe place. You will need it if you choose to lift the freeze.

If you do place a security freeze prior to enrolling in the credit monitoring service as described above, you will need to remove the freeze in order to sign up for the credit monitoring service. After you sign up for the credit monitoring service, you may refreeze your credit file.

**4. Obtaining a Free Credit Report.**

Under federal law, you are entitled to one free credit report every 12 months from each of the above three major nationwide credit reporting companies. Call **1-877-322-8228** or request your free credit reports online at

**www.annualcreditreport.com.** Once you receive your credit reports, review them for discrepancies. Identify any accounts you did not open or inquiries from creditors that you did not authorize. Verify all information is correct. If you have questions or notice incorrect information, contact the credit reporting company.

**5. Additional Helpful Resources.**

Even if you do not find any suspicious activity on your initial credit reports, the Federal Trade Commission (FTC) recommends that you check your credit reports periodically. Checking your credit report periodically can help you spot problems and address them quickly.

If you find suspicious activity on your credit reports or have reason to believe your information is being misused, call your local law enforcement agency and file a police report. Be sure to obtain a copy of the police report, as many creditors will want the information it contains to absolve you of the fraudulent debts. You may also file a complaint with the FTC by contacting them on the web at [www.ftc.gov/idtheft](http://www.ftc.gov/idtheft), by phone at 1-877-IDTHEFT (1-877-438-4338), or by mail at Federal Trade Commission, Consumer Response Center, 600 Pennsylvania Avenue, NW, Washington, DC 20580. Your complaint will be added to the FTC's Identity Theft Data Clearinghouse, where it will be accessible to law enforcement for their investigations. In addition, you may obtain information from the FTC about fraud alerts and security freezes.

**North Carolina Residents:** You may obtain information about preventing identity theft from the North Carolina Attorney General's Office: Office of the Attorney General of North Carolina, Consumer Protection Division, 9001 Mail Service Center, Raleigh, NC 27699-9001, [www.ncdoj.gov/](http://www.ncdoj.gov/), Telephone: 877-566-7226 (Toll-free within North Carolina), 919-716-6000.