

BakerHostetler

Baker & Hostetler LLP

45 Rockefeller Plaza
New York, NY 10111

T 212.589.4200
F 212.589.4201
www.bakerlaw.com

Eric B. Gyasi
direct dial: 212.271.1514
egyasi@bakerlaw.com

January 27, 2026

VIA E-MAIL (DOJ-CPB@DOJ.NH.GOV)

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

Re: Incident Notification

Dear Sir:

We are writing on behalf of our client, Progressive Auto Group, to provide notice to your office concerning a security incident involving one New Hampshire resident.

Progressive Auto Group identified and addressed an incident that involved unauthorized access to its network. Upon identifying the activity, Progressive Auto Group promptly took steps to secure the network, began an investigation, and a cybersecurity firm was engaged. The investigation determined that the unauthorized actor accessed the network on June 20, 2025, and acquired certain files. While Progressive Auto Group's review of the files involved is ongoing, on January 9, 2026, Progressive Auto Group determined that one or more of the files contained the personal information of one New Hampshire resident, including the individual's name and driver's license/state identification number.

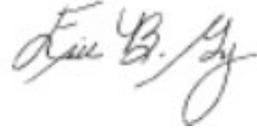
On January 27, 2026, Progressive Auto Group mailed a notification letter via First-Class mail to the involved New Hampshire resident in accordance with N.H. Rev. Stat. Ann. § 359-C:20. A copy of the notification letter is enclosed. Progressive Auto Group is offering a complimentary, one-year membership to credit monitoring and identity protection services to the resident involved. Progressive Auto Group has established a dedicated, toll-free call center that the notified individual can call to obtain more information regarding the incident.

To help prevent something like this from happening again, Progressive Auto Group has implemented additional measures to enhance its existing security protocols.

January 27, 2026
Page 2

Please do not hesitate to contact me if you have any questions regarding this matter.

Sincerely,

A handwritten signature in black ink, appearing to read "Eric B. Gyasi". The signature is written in a cursive style with a large, stylized initial "E".

Eric B. Gyasi
Partner

Enclosure



Secure Processing Center
P.O. Box 680
Central Islip, NY 11722-0680

Postal Endorsement Line
<<Full Name>>
<<Address 1>>
<<Address 2>>
<<Address 3>>
<<City>>, <<State>> <<Zip>>
<<Country>>
***Postal IMB Barcode

<<Date>>

Dear <<Full Name>>,

Progressive Auto Group (“PAG”) is writing to make you aware of a data security incident that involved some of your information. This letter explains the incident, measures we have taken, and some steps you may consider taking.

We identified and addressed a security incident that involved unauthorized access to our network. Upon identifying the activity, we promptly took steps to secure the network, began our investigation, and an expert third-party cybersecurity firm was engaged for assistance. The investigation determined that the unauthorized actor accessed and took certain files from within our network <<Variable Data 1>>. While our review of the files is ongoing, on January 9, 2026, we determined that one or more files contained your name and one or more of the following: Social Security number, driver’s license number/state ID number, passport number, and/or financial account number or debit/payment card number.

We are notifying you of this incident and assure you that we take it seriously. We have arranged for you to receive a one-year complimentary membership of Epiq’s Privacy ID Solutions. This product is designed to detect potential misuse of your information and offers identity protection solutions aimed at promptly identifying and resolving any instances of identity theft. Activating this product will not affect your credit score.

We encourage you to remain vigilant by reviewing your account statements and credit reports for any unauthorized activity. If you see unauthorized charges or activity, please contact your financial institution immediately. To help further protect your information, we have implemented additional measures to enhance our existing security protocols. For more information on identity theft prevention and Privacy Solutions ID identity protection services, including instructions on how to activate your complimentary membership, please see the pages that follow this letter.

We sincerely regret that this incident occurred and apologize for any inconvenience. If you have any questions, please call 888-406-8967, Monday-Friday 9:00 a.m. to 9:00 p.m. (ET), excluding major U.S. holidays.

Sincerely,

Craig Sanders
President
Progressive Auto Group



<<Full Name>>

Activation Code: <<ACTIVATION CODE>>

Enrollment Deadline: <<ENROLLMENT DEADLINE>>

Coverage Length: <<CM Duration>> Months

Epiq - Privacy Solutions ID
3B Credit Monitoring

How To Enroll:

- 1) Visit www.privacysolutionsid.com and click “Activate Account”
- 2) Enter the following activation code, <<Activation Code>> and complete the enrollment form
- 3) Complete the identity verification process
- 4) You will receive a separate email from noreply@privacysolutions.com confirming your account has been set up successfully and will include an Access Your Account link in the body of the email that will direct you to the log-in page
- 5) Enter your log-in credentials
- 6) You will be directed to your dashboard and activation is complete!

If you need assistance with the enrollment process or have questions regarding Epiq – Privacy Solutions ID 3B Credit Monitoring, please call directly at **866.675.2006**, Monday-Friday 9:00 a.m. to 5:30 p.m., ET.

ADDITIONAL STEPS YOU CAN TAKE

We remind you it is always advisable to be vigilant for incidents of fraud or identity theft by reviewing your account statements and free credit reports for any unauthorized activity over the next 12 to 24 months. You may obtain a copy of your credit report, free of charge, once every 12 months from each of the three nationwide credit reporting companies. To order your annual free credit report, please visit www.annualcreditreport.com or call toll free at 1-877-322-8228. Contact information for the three nationwide credit reporting companies is as follows:

- *Equifax*, PO Box 740241, Atlanta, GA 30374, www.equifax.com, 1-888-378-4329
- *Experian*, PO Box 2002, Allen, TX 75013, www.experian.com, 1-888-397-3742
- *TransUnion*, PO Box 2000, Chester, PA 19016, www.transunion.com/get-credit-report, 1-833-799-5355

If you believe you are the victim of identity theft or have reason to believe your personal information has been misused, you should immediately contact the Federal Trade Commission and/or the Attorney General's office in your state. You can obtain information from these sources about steps an individual can take to avoid identity theft as well as information about fraud alerts and security freezes. You should also contact your local law enforcement authorities and file a police report. Obtain a copy of the police report in case you are asked to provide copies to creditors to correct your records. Contact information for the Federal Trade Commission is as follows:

- *Federal Trade Commission*, Consumer Response Center, 600 Pennsylvania Avenue NW, Washington, DC 20580, 1-877-IDTHEFT (438-4338), www.identitytheft.gov

Fraud Alerts and Credit or Security Freezes:

Fraud Alerts: There are two types of general fraud alerts you can place on your credit report to put your creditors on notice that you may be a victim of fraud—an initial alert and an extended alert. You may ask that an initial fraud alert be placed on your credit report if you suspect you have been, or are about to be, a victim of identity theft. An initial fraud alert stays on your credit report for one year. You may have an extended alert placed on your credit report if you have already been a victim of identity theft with the appropriate documentary proof. An extended fraud alert stays on your credit report for seven years.

To place a fraud alert on your credit reports, contact one of the nationwide credit bureaus. A fraud alert is free. The credit bureau you contact must tell the other two, and all three will place an alert on their versions of your report.

For those in the military who want to protect their credit while deployed, an Active Duty Military Fraud Alert lasts for one year and can be renewed for the length of your deployment. The credit bureaus will also take you off their marketing lists for pre-screened credit card offers for two years, unless you ask them not to.

Credit or Security Freezes: You have the right to put a credit freeze, also known as a security freeze, on your credit file, free of charge, which makes it more difficult for identity thieves to open new accounts in your name. That's because most creditors need to see your credit report before they approve a new account. If they can't see your report, they may not extend the credit.

How do I place a freeze on my credit reports? There is no fee to place or lift a security freeze. Unlike a fraud alert, you must separately place a security freeze on your credit file at each credit reporting company. For information and instructions to place a security freeze, contact each of the credit reporting agencies at the addresses below:

- **Experian Security Freeze**, PO Box 9554, Allen, TX 75013, www.experian.com
- **TransUnion Security Freeze**, PO Box 2000, Chester, PA 19016, www.transunion.com/credit-freeze
- **Equifax Security Freeze**, PO Box 105788, Atlanta, GA 30348, www.equifax.com

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 bureau will provide you with 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.

How do I lift a freeze? A freeze remains in place until you ask the credit bureau to temporarily lift it or remove it altogether. If the request is made online or by phone, a credit bureau must lift a freeze within one hour. If the request is made by mail, then the bureau must lift the freeze no later than three business days after getting your request.

If you opt for a temporary lift because you are applying for credit or a job, and you can find out which credit bureau the business will contact for your file, you can save some time by lifting the freeze only at that particular credit bureau. Otherwise, you need to make the request with all three credit bureaus.

Progressive Auto Group may be contacted by mail at 8000 Hills and Dales Rd NW, Massillon, OH 44646 or by telephone at (330) 833-8564.

Additional information for residents of the following states:

Maryland: You may contact and obtain information from your state attorney general at: *Maryland Attorney General's Office*, 200 St. Paul Place, Baltimore, MD 21202, 1-888-743-0023 / 1-410-576-6300, www.marylandattorneygeneral.gov/

New York: You may contact and obtain information from these state agencies: New York Department of State Division of Consumer Protection, One Commerce Plaza, 99 Washington Ave., Albany, NY 12231-0001, 518-474-8583 / 1-800-697-1220, <http://www.dos.ny.gov/consumerprotection>; and New York State Office of the Attorney General, The Capitol, Albany, NY 12224-0341, 1-800-771-7755, <https://ag.ny.gov>

North Carolina: You may contact and obtain information from your state attorney general at: *North Carolina Attorney General's Office*, 9001 Mail Service Centre, Raleigh, NC 27699, 1-919-716-6000 / 1-877-566-7226, www.ncdoj.gov

West Virginia: You have the right to ask that nationwide consumer reporting agencies place "fraud alerts" in your file to let potential creditors and others know that you may be a victim of identity theft, as described above. You also have a right to place a security freeze on your credit report, as described above.