



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

Kevin Yoegel  
Office: (267) 930-4803  
Fax: (267) 930-4771  
Email: kyoegel@mullen.law

426 W. Lancaster Avenue, Suite 200  
Devon, PA 19333

June 5, 2026

**VIA E-MAIL**

Office of the New Hampshire Attorney General  
Consumer Protection & Antitrust Bureau  
33 Capitol Street  
Concord, NH 03301  
E-mail: DOJ-CPB@doj.nh.gov

**Re: Notice of Data Event**

To Whom It May Concern:

We represent Walker Advertising, LLC (“Walker”) located at 20101 Hamilton Avenue, Suite 375, Torrance, CA 90502, and are writing to notify your office of an incident that may affect the security of certain personal information relating to two (2) New Hampshire residents. By providing this notice, Walker does not waive any rights or defenses regarding the applicability of New Hampshire law, the applicability of the New Hampshire data event notification statute, or personal jurisdiction.

**Nature of the Data Event**

On or about December 1, 2025, Walker learned of suspicious activity related to one employee’s email account and promptly took measures to mitigate the risk of further activity. Walker also launched an investigation with the assistance of third-party technology specialists to determine the nature and scope of the activity. The investigation determined that an unauthorized actor gained access to one employee email account between October 14, 2025, and December 1, 2025, and may have accessed certain files within the account. Walker completed a comprehensive review of the potentially impacted email files to determine what information was accessible and to whom that information relates. On May 6, 2026, Walker completed this review and determined that information related to certain individuals was included in the files. Walker then worked to provide notice to those individuals identified.

The information that could have been subject to unauthorized access includes name, Social Security number, and financial account information.

### **Notice to New Hampshire Residents**

On or about June 5, 2026, Walker provided written notice of this incident to two (2) New Hampshire residents. Written notice is being provided in substantially the same form as the letter attached here as *Exhibit A*.

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

Upon discovering the event, Walker moved quickly to investigate and respond to the incident, assess the security of Walker systems, and identify potentially affected individuals. Walker is also working to implement additional safeguards and training to its employees. Walker is providing access to credit monitoring services for twelve (12) months, through Epiq, to individuals whose personal information was potentially affected by this incident, at no cost to these individuals.

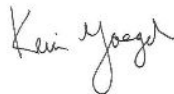
Additionally, Walker is providing impacted individuals with guidance on how to better protect against identity theft and fraud, including advising individuals to report any suspected incidents of identity theft or fraud to their credit card company and/or bank. Walker is providing individuals with information 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 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.

Walker is providing written notice of this incident to relevant state regulators, as necessary.

### **Contact Information**

Should you have any questions regarding this notification or other aspects of the data security event, please contact us at (267) 930-4803.

Very truly yours,



Kevin Yoegel of  
MULLEN COUGHLIN LLC

KWY/ccs  
Enclosure

# **EXHIBIT A**



WALKER ADVERTISING

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>>

<<VARIABLE DATA 1>>

Dear <<Full Name>>:

Walker Advertising, LLC (“Walker” or “we”) is writing to let you know about an incident that concerns some of your personal information. This letter provides an overview of the incident, our response, and steps you may take to better protect yourself, should you choose to do so.

**What Happened?** On or about December 1, 2025, Walker learned of suspicious activity related to one employee’s email account and promptly took measures to mitigate the risk of further activity. Walker also launched an investigation with the assistance of third-party technology specialists to determine the nature and scope of the activity. The investigation determined that an unauthorized actor gained access to the employee’s email account. Walker completed a comprehensive review of the potentially impacted files to determine what information was at issue and to whom the information relates. On May 6, 2026, Walker completed this review and determined that information related to you was included in the files. We then took steps to provide you with this notice as soon as possible.

**What Information Was Involved?** The information that could have been impacted includes your name and <<data elements>>.

**What We Are Doing.** Walker takes the confidentiality, privacy, and security of information in its care very seriously. Upon discovery of this incident, we immediately launched an investigation to determine the full nature and scope of the incident. We are reviewing our policies and procedures related to cybersecurity and are implementing additional security measures to further protect against similar events in the future. We are also notifying state regulators, as required.

As an added precaution, we are offering you complimentary access to credit monitoring for <<CM duration>> through Epiq. A description of services and instructions regarding how to enroll can be found within the enclosed *Steps You Can Take to Help Protect Your Personal Information*. Please note that you must complete the enrollment process yourself as we are not permitted to enroll you in these services.

**What You Can Do.** You can review the enclosed *Steps You Can Take to Help Protect Your Personal Information* which contains guidance regarding what you can do to better protect against possible misuse of your information and instructions for enrollment in the free credit monitoring services provided through Epiq. We also encourage you to remain vigilant against incidents of identity theft and fraud by reviewing your account statements, explanations of benefits, and monitoring your free credit reports ([www.annualcreditreport.com](http://www.annualcreditreport.com), 1-877-322-8228) for suspicious activity and to detect errors over the next 12 to 24 months.

**For More Information.** We understand you may have questions about the incident that are not addressed in this letter. If you have questions, please call 866-659-7022, Monday through Friday, from 9:00 am until 9:00 pm Eastern Time, excluding national holidays. You may also write to Walker at 20101 Hamilton Avenue, Suite 375, Torrance, CA 90502.

Sincerely,

Walker Advertising, LLC

## STEPS YOU CAN TAKE TO HELP PROTECT PERSONAL INFORMATION

### Enroll in Monitoring Services

#### How To Enroll:

- 1) Visit [www.privacysolutionsid.com](http://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](mailto: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!

**Enrollment Deadline:** <<ENROLLMENT DEADLINE>>

#### Product Features:

##### 1-Bureau Credit Monitoring with Alerts

Monitors your credit file(s) for key changes, with alerts such as credit inquiries, new accounts, and public records.

##### VantageScore® 3.0 Credit Score and Report<sup>1</sup>

1-Bureau VantageScore® 3.0 (annual) and 1-Bureau Credit Report.

##### SSN Monitoring (High Risk Transaction Monitoring, Real-Time Authentication Alerts, Real-Time Inquiry Alerts)

Detect and prevent common identity theft events outside of what is on your credit report. Real-time monitoring of SSNs across situations like loan applications, employment and healthcare records, tax filings, online document signings and payment platforms, with alerts.

##### Dark Web Monitoring

Scans millions of servers, online chat rooms, message boards, and websites across all sides of the web to detect fraudulent use of your personal information, with alerts.

##### Change of Address Monitoring

Monitors the National Change of Address (NCOA) database and the U.S. Postal Service records to catch unauthorized changes to users’ current or past addresses.

##### Credit Protection

3-Bureau credit security freeze assistance with blocking access to the credit file for the purposes of extending credit (with certain exceptions).

##### Personal Info Protection

Helps users find their exposed personal information on the surface web—specifically on people search sites and data brokers – so that the user can opt out/remove it. Helps protect members from ID theft, robo calls, stalkers, and other privacy risks.

##### Identity Restoration & Lost Wallet Assistance

Dedicated ID restoration specialists who assist with ID theft recovery and assist with canceling and reissuing credit and ID cards.

##### Up to \$1M Identity Theft Insurance<sup>2</sup>

Provides up to \$1,000,000 (\$0 deductible) Identity Theft Event Expense Reimbursement Insurance on a discovery basis. This insurance aids in the recovery of a stolen identity by helping to cover expenses normally associated with identity theft.

##### Unauthorized Electronic Funds Transfer- UEFT<sup>2</sup>

Provides up to \$1,000,000 (\$0 deductible) Unauthorized Electronic Funds Transfer Reimbursement. This aids in the recovery of stolen funds resulting from fraudulent activity (occurrence based).

If you need assistance with the enrollment process or have questions regarding Epiq – Privacy Solutions ID 1B Credit Monitoring - Plus, please call directly at **866.675.2006**, Monday-Friday 9:00 a.m. to 5:30 p.m., ET.

1 The credit scores provided are based on the VantageScore® 3.0 model. For three-bureau VantageScore® credit scores, data from Equifax®, Experian®, and TransUnion® are used respectively. Third parties use many different types of credit scores and are likely to use a different type of credit score to assess your creditworthiness.

2 Identity Theft Insurance is underwritten by insurance company subsidiaries or affiliates of American International Group, Inc. or American Bankers Insurance Company of Florida, an Assurant company. The description herein is a summary and intended for informational purposes only and does not include all terms, conditions, and exclusions of the policies described. Please refer to the actual policies for terms, conditions, and exclusions of coverage. Coverage may not be available in all jurisdictions.

## **Monitor Your Accounts**

Under U.S. law, a consumer is entitled to one free credit report annually from each of the three major credit reporting bureaus, Equifax, Experian, and TransUnion. To order a free credit report, visit [www.annualcreditreport.com](http://www.annualcreditreport.com) or call, toll-free, 1-877-322-8228. Consumers may also directly contact the three major credit reporting bureaus listed below to request a free copy of their credit report.

Consumers have the right to place an initial or extended “fraud alert” on a credit file at no cost. An initial fraud alert is a 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 consumers are the victim of identity theft, they are entitled to an extended fraud alert, which is a fraud alert lasting seven years. Should consumers wish to place a fraud alert, please contact any of the three major credit reporting bureaus listed below.

As an alternative to a fraud alert, consumers have the right to place a “credit freeze” on a credit report, which will prohibit a credit bureau from releasing information in the credit report without the consumer’s express authorization. The credit freeze is designed to prevent credit, loans, and services from being approved in a consumer’s name without consent. However, consumers should be aware that using a credit freeze to take control over who gets access to the personal and financial information in their credit report may delay, interfere with, or prohibit the timely approval of any subsequent request or application they make regarding a new loan, credit, mortgage, or any other account involving the extension of credit. Pursuant to federal law, consumers cannot be charged to place or lift a credit freeze on their credit report. To request a credit freeze, individuals may need to provide some or all of the following information:

1. Full name (including middle initial as well as Jr., Sr., II, III, etc.);
2. Social Security number;
3. Date of birth;
4. Addresses for the prior two to five 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, etc.); and
7. A copy of either the police report, investigative report, or complaint to a law enforcement agency concerning identity theft if they are a victim of identity theft.

Should consumers wish to place a credit freeze or fraud alert, please contact the three major credit reporting bureaus listed below:

<b>Equifax</b>	<b>Experian</b>	<b>TransUnion</b>
<a href="https://www.equifax.com/personal/credit-report-services/">https://www.equifax.com/personal/credit-report-services/</a>	<a href="https://www.experian.com/help/">https://www.experian.com/help/</a>	<a href="https://www.transunion.com/data-breach-help">https://www.transunion.com/data-breach-help</a>
1-888-298-0045	1-888-397-3742	1-833-799-5355
Equifax Fraud Alert, P.O. Box 105069 Atlanta, GA 30348-5069	Experian Fraud Alert, P.O. Box 9554, Allen, TX 75013	TransUnion, P.O. Box 2000, Chester, PA 19016
Equifax Credit Freeze, P.O. Box 105788 Atlanta, GA 30348-5788	Experian Credit Freeze, P.O. Box 9554, Allen, TX 75013	TransUnion, P.O. Box 160, Woodlyn, PA 19094

## **Additional Information**

Consumers may further educate themselves regarding identity theft, fraud alerts, credit freezes, and the steps they can take to protect your personal information by contacting the consumer reporting bureaus, the Federal Trade Commission, or their state Attorney General. The Federal Trade Commission may be reached at: 600 Pennsylvania Avenue NW, Washington, D.C. 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. Consumers can obtain further information on how to file such a complaint by way of the contact information listed above. Consumers have the right to file a police report if they ever experience identity theft or fraud. Please note that in order to file a report with law enforcement for identity theft, consumers will likely need to provide some proof that they have been a victim. Instances of known or suspected identity theft should also be reported to law enforcement and the relevant state Attorney General. This notice has not been delayed by law enforcement.

*For District of Columbia residents*, the District of Columbia Attorney General may be contacted at: 400 6th Street, NW, Washington, D.C. 20001; (202) 442-9828; and [oag.dc.gov](http://oag.dc.gov).

*For Maryland residents*, the Maryland Attorney General may be contacted at: 200 St. Paul Place, 16th Floor, Baltimore, MD 21202; 1-410-576-6300 or 1-888-743-0023; and <https://www.marylandattorneygeneral.gov/>.

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

*For North Carolina residents*, the North Carolina Attorney General may be contacted at: 9001 Mail Service Center, Raleigh, NC 27699-9001; 1-877-566-7226 or 1-919-716-6000; and [www.ncdoj.gov](http://www.ncdoj.gov).