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November 12, 2024

Via Electronic 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

To Whom It May Concern:

Constangy, Brooks, Smith & Prophete, LLP represents Pallet Logistics of America d/b/a PLA. ("PLA"), a company based in Dallas, Texas, in connection with a recent data security incident described in greater detail below. The purpose of this letter is to notify you of the incident.

1. What Happened

On September 6, 2024, PLA discovered unusual activity in its digital environment. Upon discovering this activity, it 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. As a result of the investigation, PLA learned that an unauthorized actor acquired certain files and data stored within its systems. Upon learning this, PLA launched a comprehensive review of all potentially affected information to identify any personal information that could have possibly been acquired. Following the completion of this comprehensive review, PLA confirmed on October 18, 2024, that certain individuals' personal information may have been involved in the incident. Since that time, PLA has been working to gather contact information for individuals and prepare notification to all affected individuals of this incident.

2. Number of Maine Residents Notified and Type of Information

On November 12, 2024, PLA began notifying three (3) Maine residents of this data security incident via U.S. First-Class Mail. The data sets affected by this incident included individuals' names, Social Security numbers and/or Driver's license numbers. A sample copy of the notification letter sent to potentially impacted individuals known at this time is included with this correspondence.

3. Steps Taken Relating to the Incident

PLA has implemented additional security measures in an effort to prevent a similar incident from occurring in the future. Further, as referenced in the sample consumer notification letter, PLA has offered notified individuals 12 months of complimentary services, which includes credit

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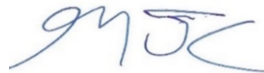
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monitoring, dark web monitoring, a \$1 million identity fraud loss reimbursement policy, and fully managed identity theft recovery services.

4. Contact Information

PLA remains dedicated to protecting the information in its possession. If you have any questions or need additional information, please contact me.

Very truly yours,

A handwritten signature in blue ink, appearing to read "MC", is positioned above the typed name.

Michael Christopher
CONSTANGY, BROOKS, SMITH & PROPHETE, LLP

Enclosure: Sample Notification Letter