

# BakerHostetler

## Baker&Hostetler LLP

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October 29, 2024

Benjamin D. Wanger

### VIA EMAIL (DOJ-CPB@DOJ.NH.GOV)

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

*Re: Incident Notification*

Dear Attorney General Formella:

We are writing on behalf of our client, Seneca Financial Advisors LLC (“Seneca”) to notify your office of a cybersecurity incident.

Seneca recently concluded an investigation into an incident involving unauthorized access to an employee’s email account. Upon learning of the incident, Seneca took measures to help secure the email account and began an investigation. Through the investigation, Seneca determined that an unauthorized actor accessed the email account between January 29, 2024, and June 25, 2024. Seneca reviewed the emails and attachments in the employee’s email account and, on September 27, 2024, determined that one or more of the emails and attachments contained the  
of one New Hampshire resident.

On October 29, 2024, Seneca mailed a notification letter to the New Hampshire resident via United States Postal Service first-class mail. A sample copy of the notification letter is enclosed. Seneca also established a dedicated call center for individuals whose information was involved to call with questions about the incident.

To help prevent something like this from happening again, Seneca has taken steps to enhance its existing security measures.

October 29, 2024

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

Sincerely,

Benjamin D. Wanger  
Counsel

Enclosure



Secure Processing Center  
25 Route 111, P.O. Box 1048  
Smithtown, NY 11787

Postal Endorsement Line

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

<<Date>>

Dear <<Full Name>>:

Seneca Financial Advisors LLC recognizes the importance of protecting the personal information we maintain. We are writing to inform you of a security incident that involved some of your information. This letter explains the incident, measures we have taken, and some additional steps you may consider taking in response.

We recently concluded an investigation into an incident involving unauthorized access to an employee's email account. Upon learning of the incident, we took measures to help secure the email account and began an investigation. Through the investigation, we determined that an unauthorized actor accessed the email account <<Variable Data 1>>. We reviewed the emails and attachments in the employee's email account and, on September 27, 2024, determined that one or more of the emails and attachments contained your

We wanted to notify you of this incident and assure you that we take it seriously. To help prevent something like this from happening again, we have taken steps to enhance our existing security measures. For more information on additional steps you can take, please see the pages that follow this letter. We encourage you to remain vigilant by reviewing your financial account statements for any unauthorized activity. If you see charges or activity that you did not authorize, please contact the relevant financial institution immediately.

If you have any questions about this incident, please call our dedicated assistance line at 855-277-8144, Monday through Friday, 8:00 a.m. to 8:00 p.m., Central Time.

Sincerely,

Stephen G. Green  
Chief Executive Officer

## 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. 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](http://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](http://www.equifax.com), 1-888-378-4329
- *Experian*, PO Box 2002, Allen, TX 75013, [www.experian.com](http://www.experian.com), 1-888-397-3742
- *TransUnion*, PO Box 1000, Chester, PA 19016, [www.transunion.com](http://www.transunion.com), 1-800-916-8800

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](http://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](http://www.experian.com)
- **TransUnion Security Freeze**, PO Box 160, Woodlyn, PA 19094, [www.transunion.com](http://www.transunion.com)
- **Equifax Security Freeze**, PO Box 105788, Atlanta, GA 30348, [www.equifax.com](http://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.

Seneca Financial Advisors LLC is located at 500 Linden Oaks, Suite 150 Rochester, NY 14625, and can be reached at 585-203-1211.

*District of Columbia residents:* You may contact and obtain information from your attorney general at: Office of the Attorney General for the District of Columbia, 400 6<sup>th</sup> Street NW, Washington, DC 20001, 1-202-727-3400, [www.oag.dc.gov](http://www.oag.dc.gov)

*New York residents:* 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 residents:* 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](http://www.ncdoj.gov)