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April 18, 2025

VIA ONLINE PORTAL

Attorney General Mike Hilgers
Office of the Attorney General
Consumer Affairs Response Team
2115 State Capital
Lincoln, NE 68509
Tel: 402-471-2683

Re: Notice of Data Security Incident

Dear Attorney General Mike Hilgers:

Constangy, Brooks, Smith & Prophete LLP (“Constangy”) represents Effortless Office Enterprises, LLC. (“Effortless Office”) in connection with the recent data security incident described in greater detail below. The purpose of this letter is to notify you of the incident in accordance with Nebraska’s data breach notification statute. By providing this notice, Effortless Office does not waive any rights or defenses regarding the applicability of Nebraska law, the applicability of the Nebraska data event notification statute, or personal jurisdiction.

1. Nature of the Incident

Effortless Office discovered suspicious activity temporarily disrupting the operability of its computer network. They promptly took steps to secure the environment and began an investigation to determine the nature and scope of the issue. After determining that data may have been accessed, Effortless Office completed a comprehensive programmatic and manual review to identify what, if any, personal information may have been impacted and to whom it belonged. On January 16, 2025, Effortless Office learned that personal information related to certain data owners was impacted in connection with the incident. On, April 17, 2025, Effortless Office notified the necessary data owners and worked to obtain contact information for the individuals whose personal information may have been impacted. Notification was completed as soon as practicable after Effortless Office received authority from the data owners to notify individuals.

Please note that Effortless Office has no evidence of fraudulent misuse, or attempted misuse, of the potentially impacted information. We still encouraged individuals to take this incident seriously and take steps to protect their personal information.

2. Number of Affected Residents & Information Involved

The incident involved personal information for approximately two (2) Nebraska residents. The information involved in the incident for the affected Nebraska residents may have included name as well as Social Security Number.

3. Notification to Affected Individual(s)

On April 17, 2025, notification letters were sent to affected individuals with identifiable address information by USPS First Class Mail. The notification letter provides resources and steps individuals can take to help protect their information. The notification letter also offers individuals the opportunity to enroll in complimentary identity protection services, including credit monitoring, and identity remediation services, as well as access to a call center, should any individual have questions about the incident. A sample notification letter sent to the impacted individual(s) is included with this correspondence.

4. Steps Taken Relating to the Incident

Effortless Office is notifying the affected individuals and providing them with steps they can take to protect their personal information as discussed above. Effortless Office has also established a toll-free call center through IDX, a leader in risk mitigation and response, to answer any questions about the incident and address related concerns. In addition, Effortless Office has also notified law enforcement and taken steps to bolster its security posture.

5. Contact Information

Effortless Office remains dedicated to protecting the personal information in its control. If you have any questions or need additional information, please do not hesitate to contact me.

Sincerely,

A handwritten signature in cursive script that reads "Matthew Toldero".

Matthew Toldero
Constangy, Brooks, Smith & Prophete, LLP

Encl.: Sample Notification Letter

EFFORTLESS

Return Mail Processing Center
P.O. Box 989728
West Sacramento, CA 95798-9728

<<First Name>> <<Last Name>>
<<Address1>>
<<Address2>>
<<City>>, <<State>> <<Zip>>
<<Country>>

April 17, 2025

Re: Notice of Data <<Variable Data 2: Variable letter header>>

Dear <<First Name>> <<Last Name>>:

Effortless Office Enterprises, LLC. (“Effortless Office”) is writing to notify you of a data security incident which may have included your personal information. Effortless Office takes the privacy and security of all information within its possession very seriously. Please read this letter carefully as it contains information regarding the incident and information about steps that you can take to help protect your information. Effortless Office is a Managed Services Provider (MSP) and we held limited information related to you due to our relationship with Goodless Dermatology.

What Happened? On July 16, 2024, Effortless Office discovered suspicious activity temporarily disrupted the operability of its computer network. Effortless Office promptly took steps to secure the environment and began an investigation to determine the nature and scope of the issue. In addition, Effortless Office began working to restore impacted systems as quickly as possible. Effortless Office engaged digital forensics specialists to conduct an investigation into what happened and determine whether personal information was accessed or acquired without authorization. After determining that personal information may have been impacted, Effortless Office completed a comprehensive programmatic and manual review to identify what personal information was impacted and to whom it belonged. On January 16, 2025, Goodless Dermatology learned that your personal information was impacted in connection with the incident.

What Information was Involved? The information that may have been affected in connection with this incident includes your name as well as <<Variable Data 1: Impacted data elements>>.

What Are We Doing? As soon as Effortless Office discovered the incident, Effortless Office took the steps discussed above. In addition, Effortless Office reported the matter to law enforcement and will cooperate with their investigation. In order to reduce the likelihood of a similar incident occurring in the future, Effortless Office also implemented additional measures to enhance the security of its network environment.

What You Can Do. You can follow the recommendations included with this letter to protect your personal information. Effortless Office recommends that you review your current and past credit and debit card account statements for discrepancies or unusual activity. If you see anything that you do not understand or that looks suspicious, or if you suspect that any fraudulent transactions have taken place, you should call the bank that issued the credit or debit card immediately.

For More Information: If you have questions about this letter or need assistance, please do not hesitate to reach out to our designated call center at IDX at 1-877-742-9619, Monday through Friday from 9am to 9pm Eastern Time, excluding holidays and they will be happy to provide you with additional information.

We take your trust in Effortless Office and this matter very seriously. Please accept our apologies for any concern or inconvenience this may cause you.

Sincerely,

Effortless Office Enterprises, LLC

3130 S Rainbow Blvd, Suite 303
Las Vegas, NV 89146

STEPS YOU CAN TAKE TO HELP PROTECT YOUR INFORMATION

Review Your Account Statements and Notify Law Enforcement of Suspicious Activity: As a precautionary measure, we recommend that you remain vigilant by reviewing your account statements and credit reports closely. If you detect any suspicious activity on an account, you should promptly notify the financial institution or company with which the account is maintained. You also should promptly report any fraudulent activity or any suspected incidence of identity theft to proper law enforcement authorities, your state attorney general, and/or the Federal Trade Commission (FTC).

Request a Copy of Your Credit Report: You may obtain a free copy of your credit report from each of the three major credit reporting agencies once every 12 months by visiting <https://www.annualcreditreport.com>, calling toll-free 1-877-322-8228, or by completing an Annual Credit Report Request Form and mailing it to Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348. You also can contact one of the following three national credit reporting agencies:

Equifax

P.O. Box 105851
Atlanta, GA 30348
1-800-525-6285
www.equifax.com

Experian

P.O. Box 9532
Allen, TX 75013
1-888-397-3742
www.experian.com

TransUnion

P.O. Box 1000
Chester, PA 19016
1-800-916-8800
www.transunion.com

Place a Fraud Alert: You may want to consider placing a fraud alert on your credit report. An initial fraud alert is free and will stay on your credit file for at least one year. The alert informs creditors of possible fraudulent activity within your report and requests that the creditor contact you prior to establishing any accounts in your name. To place a fraud alert on your credit report, contact any of the three credit reporting agencies identified above. Additional information is available at <https://www.annualcreditreport.com>.

Put a Security Freeze: You have the right to put a security freeze on your credit file for up to one year at no cost. This will prevent new credit from being opened in your name without the use of a PIN number that is issued to you when you initiate the freeze. A security freeze is designed to prevent potential creditors from accessing your credit report without your consent. As a result, using a security freeze may interfere with or delay your ability to obtain credit. You must separately place a security freeze on your credit file with each credit reporting agency. In order to place a security freeze, you may be required to provide the consumer reporting agency with information that identifies you, including your full name, Social Security Number, date of birth, current and previous addresses, a copy of your state-issued identification card, and a recent utility bill, bank statement or insurance statement.

Additional Free Resources: You can obtain information from the consumer reporting agencies, the FTC, or from your respective state Attorney General about fraud alerts, security freezes, and steps you can take toward preventing identity theft. You may report suspected identity theft to local law enforcement, including to the FTC or to the Attorney General in your state.

Federal Trade Commission

600 Pennsylvania Ave, NW
Washington, DC 20580
consumer.ftc.gov
877-438-4338

Maryland Attorney General

200 St. Paul Place
Baltimore, MD 21202
www.marylandattorneygeneral.gov/Pages/CPD
888-743-0023

Oregon Attorney General

1162 Court St., NE
Salem, OR 97301
www.doj.state.or.us/consumer-protection
877-877-9392

California Attorney General

1300 I Street
Sacramento, CA 95814
www.oag.ca.gov/privacy
800-952-5225

New York Attorney General

The Capitol
Albany, NY 12224
800-771-7755
ag.ny.gov

Rhode Island Attorney General

150 South Main Street
Providence, RI 02903
www.riag.ri.gov
401-274-4400

Iowa Attorney General
1305 E. Walnut Street
Des Moines, Iowa 50319
www.iowaattorneygeneral.gov
888-777-4590

NY Bureau of Internet and Technology
28 Liberty Street
New York, NY 10005
www.dos.ny.gov/consumerprotection/
212.416.8433

Washington D.C. Attorney General
400 S 6th Street, NW
Washington, DC 20001
oag.dc.gov/consumer-protection
202-442-9828

Kentucky Attorney General
700 Capitol Avenue, Suite 118
Frankfort, Kentucky 40601
www.ag.ky.gov
502-696-5300

NC Attorney General
9001 Mail Service Center
Raleigh, NC 27699
ncdoj.gov/protectingconsumers/
877-566-7226

You also have certain rights under the Fair Credit Reporting Act (FCRA): These rights include to know what is in your file; to dispute incomplete or inaccurate information; to have consumer reporting agencies correct or delete inaccurate, incomplete, or unverifiable information; as well as other rights. For more information about the FCRA and your rights pursuant to the FCRA, please visit <https://www.consumer.ftc.gov/articles/pdf-0096-fair-credit-reporting-act.pdf>.