

Dominic A. Paluzzi
Direct Dial: 248.220.1356
E-mail: dpaluzzi@mcdonaldhopkins.com

June 18, 2025

VIA ONLINE PORTAL

Dan J. Birdsall, Esq.
Assistant Attorney General
2115 State Capitol Building
Lincoln, NE 68509

Office of the Attorney General
Consumer Protection Division
2115 State Capitol
Lincoln, NE 68509

Re: Golfballs.com – Incident Notification

To Whom It May Concern:

McDonald Hopkins PLC represents Golfballs.com, Inc. (“Golfballs.com”). I am writing to provide notification of an incident at Golfballs.com that may affect the security of personal information of approximately eight (8) Nebraska residents. By providing this notice, Golfballs.com does not waive any rights or defenses regarding the applicability of Florida law or personal jurisdiction.

On or about April 10, 2025, Golfballs.com detected unauthorized access to their internal network as a result of a cybersecurity incident that resulted in the exposure of the data maintained. Upon learning of this issue, Golfballs.com immediately took steps to secure the environment, reset user passwords, and commenced a prompt and thorough investigation. As part of the investigation, Golfballs.com has been working very closely with external cybersecurity professionals experienced in handling these types of incidents. After an extensive forensic investigation, Golfballs.com determined on May 14, 2025, that certain files containing personal information were subject to unauthorized acquisition as a result of this incident, which included affected residents’ Golfballs.com usernames/email addresses and account passwords.

To date, the Golfballs.com is not aware of any reports of identity fraud or improper use of any information as a direct result of this incident. Nevertheless, out of an abundance of caution, Golfballs.com wanted to inform you (and the affected residents) of the incident and to explain the steps that it is taking to help safeguard the affected residents against identity fraud. Golfballs.com is providing the affected residents with e-mail notification of this incident commencing on or about June 18, 2025, in substantially the same form as the letter attached hereto.

At Golfballs.com, protecting the privacy of personal information is a top priority. Golfballs.com is committed to maintaining the privacy of personal information in its possession and has taken many precautions to safeguard it. Golfballs.com continually evaluates and modifies its practices and internal controls to enhance the security and privacy of personal information.

Should you have any questions concerning this notification, please contact me at 248.220.1356 or dpaluzzi@mcdonaldhopkins.com. Thank you for your cooperation.

Very truly yours,

A handwritten signature in blue ink, appearing to read 'DPaluzzi', with a stylized flourish at the end.

Dominic A. Paluzzi

Encl.

Subject: Golfballs.com – Notice of Data Security Incident

From: [REDACTED]
Sent: Wednesday, June 18, 2025 1:48 PM
To: [REDACTED]
Subject: Golfballs.com – Notice of Data Security Incident

Hello,

We are writing with important information regarding a recent security incident at Golfballs.com, Inc. involving some of your information. We wanted to provide you with information about the incident, explain the services we are making available to you, and let you know that we continue to take significant measures to protect your information.

What Happened?

On or about April 10, 2025, an unauthorized party acquired a limited number of electronic files from our computer systems.

What We Are Doing.

The confidentiality, privacy, and security of information in our care is one of Golfballs.com's highest priorities. Upon learning of the incident, we immediately secured the environment, reset user passwords, and commenced a prompt and thorough investigation in consultation with outside cybersecurity professionals who regularly investigate these types of incidents to analyze the extent of any compromise to the data maintained by Golfballs.com. We have devoted considerable time and effort to determine what information was potentially impacted as a result of this incident. We are committed to maintaining the privacy of personal information in its possession and has taken many precautions to safeguard it. We continually evaluate and modify our practices and internal controls to enhance the security and privacy of personal information.

What Information Was Involved?

After an extensive forensic investigation, we discovered on May 14, 2025, that one or more of the files potentially acquired by the unauthorized party contained your Golfballs.com username/email address and account password. Your payment card information was not affected as a result of this incident.

What You Can Do.

We have no forensic evidence that any of your information has been misused. Nevertheless, out of an abundance of caution, we wanted to make you aware of the incident. Since this incident, we have reset your Golfballs.com password. Nevertheless, you should always be on alert for phishing email campaigns and remain vigilant in reviewing your financial account statements and credit reports for fraudulent or irregular activity on a regular basis.

For More Information.

Please accept our apologies that this incident occurred. We remain fully committed to maintaining the privacy of personal information in our possession and have taken many precautions to safeguard it. We continually evaluate and modify our practices to enhance the security and privacy of your personal information.

If you have any further questions regarding this incident, please call our toll-free response line at [REDACTED].
This response line is available Monday through Friday, 9:00 AM to 9:00 PM Eastern time.

Sincerely,

Greg Palmer
CEO
Golfballs.com Inc.