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March 4, 2025

VIA PORTAL SUBMISSION

Office of the Attorney General
1125 Washington St SE
Olympia, WA

To Whom It May Concern,

We represent Colorado River Adventures with respect to a data security incident involving the potential exposure of certain personal information described in more detail below. Colorado River Adventures is committed to answering any questions you may have about the data security incident, the response, and steps taken to prevent a similar incident in the future.

1. Nature of security incident.

On January 21, 2025, Colorado River Adventures was alerted to unusual activity involving their information technology environment. In response, Colorado River Adventures initiated an investigation, took steps to secure their systems, and notified law enforcement. That investigation found evidence of unauthorized access to some of Colorado River Adventures' data. Potentially impacted information includes name, addresses, date of birth, Social Security number and/or financial account number.

2. Number of residents affected.

723 Washington residents were notified of the incident. Potentially impacted individuals were notified on March 3, 2025 (a copy of the form notification letter is enclosed as Exhibit A).

3. Steps taken in response to the incident.

Upon discovering the incident, Colorado River Adventures immediately implemented additional security measures to help secure their systems and prevent future unauthorized access. Additionally, Colorado River Adventures is offering identity theft protection services through IDX, a company specializing in fraud assistance and remediation services.

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4. Contact information.

Colorado River Adventures takes the security of the information in its control seriously and is committed to ensuring information within its control is protected. If you have any questions or need additional information, please do not hesitate to contact me at skoller@clarkhill.com or (310) 928-7524.

Sincerely,

CLARK HILL PLC

Scott Koller

Scott Koller
Member



Credit Monitoring Enrollment

To Enroll, Please Call:

1-877-849-5935

Or Visit:

<https://app.idx.us/account-creation/protect>

Enrollment Code: <<XXXXXXXXXX>>

<<Name 1>> <<Name 2>>
<<Address 1>>
<<Address 2>>
<<City>>, <<State>> <<Zip>>

<<Date>>

NOTICE OF DATA BREACH

Dear <<Name1>> <<Name 2>>,

We are writing to notify you that we recently experienced a security incident that may or may not have involved some of your information. This letter explains the incident, outlines the measures we have taken, and provides steps you can take in response.

What Happened? On January 21, 2025, we were alerted to unusual activity involving our information technology environment. In response, we initiated an investigation, took steps to secure our systems, and notified law enforcement. That investigation found evidence of unauthorized access to some of our data.

What Information Was Involved? The incident may have involved some of your information, including your name, addresses, date of birth, Social Security number and/or financial account number.

What We Are Doing. Upon discovering the incident, we immediately implemented additional security measures to help secure our systems and prevent future unauthorized access. To further protect your information, we are offering you complimentary identity monitoring services through IDX. The IDX identity protection services includes credit and CyberScan monitoring, a \$1,000,000 insurance reimbursement policy, and fully managed identity theft recovery services. We encourage you to contact IDX with any questions and to enroll in free identity protection services by calling 1-800-939-4170 or going to <https://app.idx.us/account-creation/protect> and using the Enrollment Code provided above. Please note the deadline to enroll is May 30, 2025.

What You Can Do. 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 over the next 12 to 24 months. 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 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, 1-888-378-4329
- *Experian*, PO Box 2002, Allen, TX 75013, www.experian.com, 1-888-397-3742
- *TransUnion*, PO Box 1000, Chester, PA 19016, 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. 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

You can also enroll in the free credit monitoring services that we are offering.

For More Information.

We apologize for any concern or inconvenience this incident may cause. If you have any questions about this incident, please email our dedicated customer support team at support@coloradoriveradventures.com or call 800-939-4170, Monday through Friday, 9:00 a.m. to 5:00 p.m., excluding some major U.S. holidays.

Sincerely,

[Signature Graphic]

Name
Title

Additional Information for Residents of the Following States:

Connecticut: You may contact and obtain information from your state attorney general at: *Connecticut Attorney General's Office*, 165 Capitol Ave, Hartford, CT 06106, 1-860-808-5318, www.ct.gov/ag

District of Columbia: You may contact and obtain information from your attorney general at: Office of the Attorney General for the District of Columbia, 441 4th Street NW, Washington, DC 20001, 1-202-727-3400, www.oag.dc.gov

Maryland: You may contact and obtain information from your state attorney general at: *Maryland Attorney General's Office*, 200 St. Paul Place, Baltimore, MD 21202, 1-888-743-0023 / 1-410-576-6300, <https://www.marylandattorneygeneral.gov/>

New York: 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: 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

Rhode Island: This incident involves 1 individuals in Rhode Island. Under Rhode Island law, you have the right to file and obtain a copy of a police report. You also have the right to request a security freeze, as described above. You may contact and obtain information from your state attorney general at: *Rhode Island Attorney General's Office*, 150 South Main Street, Providence, RI 02903, 1-401-274-4400, www.riag.ri.gov