



2000 Market Street, Suite 2300, Philadelphia, PA 19103  
(215) 575-2600 Fax (215) 575-0856

Direct Dial: (215) 575-2615  
Email: [djshannon@mdwecg.com](mailto:djshannon@mdwecg.com)

August 30, 2024

**VIA E-MAIL**

Consumer Protection Division  
Security Breach Notifications  
Office of the Attorney General of Iowa  
1305 E. Walnut Street  
Des Moines, Iowa 50319-0106  
[consumer@ag.iowa.gov](mailto:consumer@ag.iowa.gov)

Re: Northwoods League, Inc.– Data Incident  
Our File No. 42766-00118

Dear Sir or Madam:

We are writing to notify you of a data security incident involving 636 Iowa residents. We are submitting this notice on behalf of our client, Northwoods League, Inc. (“Northwoods”).

**Nature Of The Security Breach**

Northwoods is a collegiate summer baseball and softball league located in Rochester, MN. On July 17, 2024, Northwoods discovered that its online ticketing service, used by several baseball and softball teams and event managers, was the victim of a data intrusion by an unknown actor. As a result of the incident, some customers’ personal information was compromised. The personal information contained names, addresses, phone number, email address and credit card numbers. Northwoods noticed the compromise and started investigating immediately. At this time, there is no evidence to suggest that any further compromise has occurred and Northwoods is not aware of any further misuse of such information arising out of this incident.

The customers involved in this incident were forwarded letters notifying them of this incident. A copy of the form letter is attached hereto as *Exhibit A*.

**Steps Being Taken Related To The Incident**

Upon discovering the incident, Northwoods immediately took steps to address this incident promptly by conducting an internal investigation to understand what had taken place and how. Northwoods also reviewed its internal data management and protocols and has implemented enhanced security measures to help prevent this type of incident from recurring.

Northwoods has also arranged to provide the individuals affected by this incident with call center access offered by IDX, A ZeroFox Company. The call center will be able to provide the individuals with additional information about the incident and guidance on how to combat the exposure of their personal information.

Should you need additional information regarding this matter, kindly contact me.

Very truly yours,

*/s/ David J. Shannon*

DAVID J. SHANNON

# EXHIBIT A



PO Box 480149  
Niles, IL 60714

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

August 21, 2024

## Re: Notice of Data Breach

Dear <<First Name>> <<Last Name>>,

### What Happened

On July 17, 2024, Northwoods League, Inc. (“Northwoods”) discovered that our online ticketing service, used by several baseball and softball teams and event managers, was the victim of a data intrusion by an unknown actor. As a result of the incident, some of our customer’s personal information was compromised. The personal information contained names, addresses, phone number, email address and credit card numbers. We noticed the compromise and started investigating immediately. At this time, there is no evidence to suggest that any further compromise has occurred . However, we are notifying you out of the abundance of caution so that you can be aware of the incident and monitor your credit card statement since we believe that credit card information was compromised.

### What We Are Doing

We took steps to address this incident promptly after it was discovered, including conducting an internal investigation to understand what had taken place and how. We have also reviewed our internal data management and protocols and have implemented enhanced security measures to help prevent this type of incident from recurring. We are working to improve security across the company to protect from any further unauthorized intrusions. We are implementing additional safeguards to improve data security in our customer ticketing systems.

### What You Can Do

We encourage you to monitor your credit card statements. If you have any concerns that unauthorized purchases have occurred you should report them to your credit card company immediately. You can also place a fraud alert at one of the three major credit bureaus by phone and also via Experian’s or Equifax’s website. Their information is listed below in this letter. A fraud alert tells creditors to follow certain procedures, including contacting you, before they open any new accounts or change your existing accounts. For that reason, placing a fraud alert can protect you, but also may delay you when you seek to obtain credit. The contact information for all three bureaus is below.

**For More Information**

We apologize for any inconvenience this issue may cause. Please call 1-877-219-8885 for any additional questions you may have.

Sincerely,

A handwritten signature in black ink, appearing to read "Robert M. [unclear]". The signature is written in a cursive style with a large initial letter.

Northwoods League, Inc.  
Enclosure



## Recommended Steps to help Protect your Information

**1. Review your credit reports.** We recommend that you remain vigilant by reviewing account statements and monitoring credit reports. Under federal law, you also are entitled every 12 months to one free copy of your credit report from each of the three major credit reporting companies. To obtain a free annual credit report, go to [www.annualcreditreport.com](http://www.annualcreditreport.com) or call 1-877-322-8228. You may wish to stagger your requests so that you receive a free report by one of the three credit bureaus every four months.

You should also know that you have the right to file a police report if you ever experience identity fraud. Please note that in order to file a crime report or incident report with law enforcement for identity theft, you will likely need to provide some kind of proof that you have been a victim. A police report is often required to dispute fraudulent items. You can report suspected incidents of identity theft to local law enforcement or to the Attorney General.

**5. Place Fraud Alerts** with the three credit bureaus. You can place a fraud alert at one of the three major credit bureaus by phone and also via Experian's or Equifax's website. A fraud alert tells creditors to follow certain procedures, including contacting you, before they open any new accounts or change your existing accounts. For that reason, placing a fraud alert can protect you, but also may delay you when you seek to obtain credit. The contact information for all three bureaus is as follows:

### Credit Bureaus

Equifax Fraud Reporting  
1-866-349-5191  
P.O. Box 105069  
Atlanta, GA 30348-5069  
[www.equifax.com](http://www.equifax.com)

Experian Fraud Reporting  
1-888-397-3742  
P.O. Box 9554  
Allen, TX 75013  
[www.experian.com](http://www.experian.com)

TransUnion Fraud Reporting  
1-800-680-7289  
P.O. Box 2000  
Chester, PA 19022-2000  
[www.transunion.com](http://www.transunion.com)

It is necessary to contact only ONE of these bureaus and use only ONE of these methods. As soon as one of the three bureaus confirms your fraud alert, the others are notified to place alerts on their records as well. You will receive confirmation letters in the mail and will then be able to order all three credit reports, free of charge, for your review. An initial fraud alert will last for one year.

**Please Note: No one is allowed to place a fraud alert on your credit report except you.**

**6. Security Freeze.** By placing a security freeze, someone who fraudulently acquires your personal identifying information will not be able to use that information to open new accounts or borrow money in your name. You will need to contact the three national credit reporting bureaus listed above to place the freeze. Keep in mind that when you place the freeze, you will not be able to borrow money, obtain instant credit, or get a new credit card until you temporarily lift or permanently remove the freeze. There is no cost to freeze or unfreeze your credit files.

**7. You can obtain additional information** about the steps you can take to avoid identity theft from the following agencies. The Federal Trade Commission also encourages those who discover that their information has been misused to file a complaint with them.

**California Residents:** Visit the California Office of Privacy Protection ([www.oag.ca.gov/privacy](http://www.oag.ca.gov/privacy)) for additional information on protection against identity theft. Office of the Attorney General of California, 1300 I Street, Sacramento, CA 95814, Telephone: 1-800-952-5225.

**Kentucky Residents:** Office of the Attorney General of Kentucky, 700 Capitol Avenue, Suite 118 Frankfort, Kentucky 40601, [www.ag.ky.gov](http://www.ag.ky.gov), Telephone: 1-502-696-5300.

**Maryland Residents:** Office of the Attorney General of Maryland, Consumer Protection Division 200 St. Paul Place Baltimore, MD 21202, [www.marylandattorneygeneral.gov/](http://www.marylandattorneygeneral.gov/), Telephone: 1-888-743-0023.

**New Mexico Residents:** You have rights pursuant to the Fair Credit Reporting Act, such as the right to be told if information in your credit file has been used against you, the right to know what is in your credit file, the right to ask for your credit score, and the right to dispute incomplete or inaccurate information. Further, pursuant to the Fair Credit Reporting Act, the consumer reporting agencies must correct or delete inaccurate, incomplete, or unverifiable information; consumer reporting agencies may not report outdated negative information; access to your file is limited; you must give your consent for credit reports to be provided to employers; you may limit “prescreened” offers of credit and insurance you get based on information in your credit report; and you may seek damages from a violator. You may have additional rights under the Fair Credit Reporting Act not summarized here. Identity theft victims and active duty military personnel have specific additional rights pursuant to the Fair Credit Reporting Act. You can review your rights pursuant to the Fair Credit Reporting Act by visiting [www.consumerfinance.gov/f/201504\\_cfpb\\_summary\\_your-rights-under-fcra.pdf](http://www.consumerfinance.gov/f/201504_cfpb_summary_your-rights-under-fcra.pdf), or by writing Consumer Response Center, Room 130-A, Federal Trade Commission, 600 Pennsylvania Ave. N.W., Washington, D.C. 20580.

**New York Residents:** the Attorney General may be contacted at: Office of the Attorney General, The Capitol, Albany, NY 12224-0341; 1-800-771-7755; <https://ag.ny.gov/>.

**North Carolina Residents:** Office of the Attorney General of North Carolina, 9001 Mail Service Center Raleigh, NC 27699-9001, [www.ncdoj.gov](http://www.ncdoj.gov), Telephone: 1-919-716-6400.

**Oregon Residents:** Oregon Department of Justice, 1162 Court Street NE, Salem, OR 97301-4096, [www.doj.state.or.us/](http://www.doj.state.or.us/), Telephone: 877-877-9392.

**Rhode Island Residents:** Office of the Attorney General, 150 South Main Street, Providence, Rhode Island 02903, [www.riag.ri.gov](http://www.riag.ri.gov), Telephone: 401-274-4400.

**All US Residents:** Identity Theft Clearinghouse, Federal Trade Commission, 600 Pennsylvania Avenue, NW Washington, DC 20580, <https://consumer.ftc.gov>, 1-877-IDTHEFT (438-4338), TTY: 1-866-653-4261.