



Adrian P. Mollo
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Via U.S. Mail

August 14, 2020

Attorney General Wayne Stenehjem
North Dakota
Office of the Attorney General
600 E. Boulevard Ave Dept. 125
Bismarck, ND 58505

Re: *Notice of Data Incident*

Dear Attorney General Stenehjem:

I am writing on behalf of March of Dimes Inc. to inform you of a recent data security incident at Blackbaud, Inc. that may affect the personal information of North Dakota residents.

Blackbaud is a data service provider for March of Dimes, and provides software and hosts files or backups for hundreds of colleges, universities, foundations, and non-profits like March of Dimes. Blackbaud notified us on July 16, 2020 that it had stopped and recovered from an intrusion and ransomware attack that occurred between February and May 2020 and affected hundreds of their nonprofit clients.

During the attack and prior to being locked out, the cybercriminals obtained copies of files stored by Blackbaud on behalf of its customers, including March of Dimes. Based on our review, which is ongoing, the compromised March of Dimes file included personal information about our donors, including names, physical addresses, philanthropic interests, some donation history, and (for some donors) dates of birth.

We take this matter very seriously and are committed to safeguarding our donors' personal information. After being alerted by Blackbaud in July, we worked diligently to investigate this incident, and informed those donors on our mailing list about the incident on August 5, 2020. We and Blackbaud believe there is a low risk that data will be misused. Blackbaud paid a ransom to the cybercriminal only after working with law enforcement and third-party experts who received credible confirmation that the stolen files had been destroyed. In addition, an expert retained by Blackbaud continues to scan the web and has not found any exposed donor information online. Although March of Dimes will no longer be utilizing Blackbaud's services by the end of 2020, Blackbaud has agreed to continue this monitoring and inform March of Dimes if Blackbaud discover any exposed March of Dimes donor information online. Blackbaud's summary of the incident is available at <https://www.blackbaud.com/securityincident>.

Based on our review and investigation, it appears that 66,270 residents from North Dakota had a date of birth associated with their record. Because our total class of notifiable individuals exceeds 500,000, pursuant to ND ST § 51-30-05(3), March of Dimes provided formal substitute notice today, on Friday, August 14, 2020. A copy of the email notice (which we sent today, August 14, 2020) is attached as *Addendum 1*, and a copy of our general notice to donors (which we originally sent on August 5, 2020)

AG Wayne Stenehjem

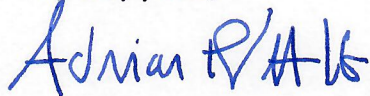
August 14, 2020

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is attached as *Addendum 2*. A copy of the website notice (which was posted to our website on August 14, 2020) is attached as *Addendum 3*, and the press release circulated to media outlets in North Dakota on August 14, 2020 is attached as *Addendum 4*.

Please contact me if you have any further questions about this incident.

Very truly yours,

A handwritten signature in blue ink that reads "Adrian P. Mollo". The signature is stylized, with the first letters of the first and last names being capitalized and prominent.

Adrian P. Mollo

Sr VP & General Counsel

March of Dimes Inc.

Enclosures:

Addendum 1, Template Substitute Email Notice

Addendum 2, Copy of August 5th Emailed Notice

Addendum 3, Website Notice

Addendum 4, Press Release

Addendum 1
Template Substitute Email Notice

August 14, 2020

We are emailing this notice to let you know of a data security incident that may have involved some of your personal information. March of Dimes takes the protection and proper use of your information very seriously; therefore, we are contacting you to explain the incident and measures taken to protect your information.

You may have received an initial email from us on August 5th regarding this incident. We are providing you with this additional notice because the laws in the state where you live require that we inform you that your date of birth may have been contained in your donor information. Accordingly, we are providing you with this updated notice. We do not have new information about the incident.

What Happened?

We were recently notified by one of our database providers, Blackbaud, of a security incident in which they stopped a ransomware attack. During the attack, the intruders removed files from Blackbaud's platform, which hosted data for hundreds of colleges, universities, health care organizations, schools, charities and other non-profit organizations, including March of Dimes. Blackbaud believes the breach occurred between February and May 2020. Blackbaud discovered the incident in May, conducted an investigation, and notified March of Dimes on July 16, 2020.

What Information Was Involved?

We have determined that the March of Dimes file accessed by the intruders contained data about our donors. Our review of this data is ongoing, but so far we have determined that it may have included your name and title, addresses and contact details (e.g., phone numbers and e-mail addresses), philanthropic interests, some donation history and your date of birth. We do not have reason to believe any financial information was stolen or accessed by the intruders. March of Dimes does not use Blackbaud to process any financial transactions. That being said, we are still in the process of completing our internal review, and if we determine any financial information was in fact compromised, we will promptly inform you.

We and Blackbaud believe there is a low risk that your data will be misused. Blackbaud worked with law enforcement and third-party experts to investigate and resolve this incident. Blackbaud paid the intruder using a third-party expert who confirmed that any data copied had been destroyed. You can find more information about this incident on Blackbaud's website: <https://www.blackbaud.com/securityincident>

Risk and Continued Mitigation

Blackbaud believes customer data was not further disclosed by the intruder and will not be misused. An expert retained by Blackbaud continues to scan the web and has not found any exposed data from this incident online. Blackbaud plans to continue such monitoring activities for the foreseeable future. Although March of Dimes will no longer be utilizing Blackbaud's services by the end of 2020, Blackbaud has agreed to continue this monitoring and inform March of Dimes if Blackbaud discover any exposed March of Dimes donor information online.

As a best practice in today's world of cybercrime, we recommend that you continue to remain vigilant and report any suspicious activity or suspected identity theft to us and the proper law enforcement authorities. We also recommend that you review the information below, in the section titled *Preventing Identity Theft and Fraud* for more information on ways to protect yourself and your data.

For More Information

In summary, our database provider Blackbaud had a data security incident that included some of your personal information, but Blackbaud confirmed that stolen files were ultimately destroyed. We sincerely apologize for this incident and regret any inconvenience it may cause you. Should you have any further questions regarding this matter, please do not hesitate to contact March of Dimes at 888-MODIMES (888-663-4637), and we will do our best to answer them.

Thank you again for supporting our fight for the health of all moms and babies.

Sincerely,

Alan Brogdon
SVP & Chief Operating Officer

Adrian Mollo
SVP & General Counsel

Preventing Identity Theft and Fraud

As a precautionary measure, we recommend that you remain vigilant to protect against potential fraud or identity theft by, among other things, reviewing your account statements and monitoring 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 may wish to review the tips provided by the FTC on steps to you can take to avoid identity theft. For more information and to contact the FTC, please visit www.ftc.gov/idtheft or call 1-877-ID-THEFT (1-877-438-4338).

Credit Reports: You may elect to obtain or purchase a copy of your free credit report by contacting one of the three national credit reporting agencies. Contact information for these agencies is as follows:

Equifax
1-800-349-9960
www.equifax.com
P.O. Box 105788
Atlanta, GA 30348

Experian
1-888-397-3742
www.experian.com
P.O. Box 9554
Allen, TX 75013

TransUnion
1-888-909-8872
www.transunion.com
P.O. Box 2000
Chester, PA 19022

Addendum 2
Copy of August 5th Emailed Notice



We are writing to let you know of a recent data security incident at Blackbaud Inc., a data service provider for March of Dimes.

Blackbaud provides software and hosts files or backups for hundreds of colleges, universities, foundations, and nonprofits like March of Dimes around the globe. Blackbaud recently informed us that, in May of this year, it discovered and resolved a cybersecurity attack against its systems, which affected hundreds of their nonprofit clients.

During the attack, a malicious intruder obtained copies of files stored by Blackbaud on behalf of its customers, including March of Dimes. The March of Dimes file included information about donors such as:

- Name and title
- Addresses and contact details (e.g., phone numbers and e-mail addresses)
- Philanthropic interests
- Some donation history

Blackbaud's description of the incident is available here:
<https://www.blackbaud.com/securityincident>

Blackbaud paid the intruder using a third-party expert who confirmed that any data copied had been destroyed. Based on the nature of the incident, Blackbaud's investigation, and a third party investigation that included law enforcement, Blackbaud believes customer data was not further disclosed by the intruder and will not be misused. Also, an expert retained by Blackbaud continues to scan the web and has not found any exposed customer data online.

We take this matter very seriously. We are committed to safeguarding your personal information, and we want to assure you that once we were alerted by Blackbaud in July, we worked diligently to investigate the incident. We have expressed to Blackbaud our disappointment over this incident, and for the lack of timely notice of the event, and by the end of 2020, we will no longer be utilizing Blackbaud's services.

If further notifications to specific individuals are required, we will be in contact with those individuals directly. Meanwhile, as a best practice, we encourage you to remain vigilant about your personal information and report any suspicious activities to government authorities. For information on how to monitor and protect your identity online, please visit the Federal Trade Commission website at www.ftc.gov/idtheft. If you have additional questions, please contact us at 888-MODIMES (888-663-4637), and we will do our best to answer them.

Again, we believe the risk is low that your data will be misused, but we are notifying you today out of an abundance of caution and to assure you that we are committed to protecting your personal information. We recognize that in these tough economic times, charitable giving can be difficult. We greatly appreciate your financial support, now more than ever.

Thank you again for supporting our fight for the health of all moms and babies.

Sincerely,

Alan Brogdon
SVP & Chief Operating Officer

Adrian Mollo
SVP & General Counsel

Addendum 3

Website Notice

Following is the text of the notice as posted on August 14, 2020, on our website at <https://www.marchofdimes.org/general-notice-blackbaud.aspx> (posted August 14, 2020, followed by screen captures of the notice as posted and a link to the notice on our homepage (at <https://www.marchofdimes.org/>).

1. Text of notice.

August 14, 2020

We are posting this notice to let you know of a data security incident that may have involved our donors personal information. March of Dimes takes the protection and proper use of your information very seriously; therefore, we are posting this notice to explain the incident and measures taken to protect your information.

What Happened?

We were recently notified by one of our database providers, Blackbaud, of a security incident in which they stopped a ransomware attack. During the attack, the intruders removed files from Blackbaud's platform, which hosted data for hundreds of colleges, universities, health care organizations, schools, charities and other non-profit organizations, including March of Dimes. Blackbaud believes the breach occurred between February and May 2020. Blackbaud discovered the incident in May, conducted an investigation, and notified March of Dimes on July 16, 2020.

What Information Was Involved?

We have determined that the March of Dimes file accessed by the intruders contained data about our donors. Our review of this data is ongoing, but so far we have determined that it may have included your name and title, addresses and contact details (e.g., phone numbers and e-mail addresses), philanthropic interests, some donation history and your date of birth. We do not have reason to believe any financial information was stolen or accessed by the intruders. March of Dimes does not use Blackbaud to process any financial transactions. That being said, we are still in the process of completing our internal review, and if we determine any financial information was in fact compromised, we will promptly inform you.

We and Blackbaud believe there is a low risk that your data will be misused. Blackbaud worked with law enforcement and third-party experts to investigate and resolve this incident. Blackbaud paid the intruder using a third-party expert who confirmed that any data copied had been destroyed. You can find more information about this incident on Blackbaud's website:

<https://www.blackbaud.com/securityincident>

Risk and Continued Mitigation

Blackbaud believes customer data was not further disclosed by the intruder and will not be misused. An expert retained by Blackbaud continues to scan the web and has not found any exposed data from this incident online. Blackbaud plans to continue such monitoring activities for the foreseeable future. Although March of Dimes will no longer be utilizing Blackbaud's services by the end of 2020, Blackbaud has agreed to continue this monitoring and inform March of Dimes if Blackbaud discover any exposed March of Dimes donor information online.

As a best practice in today's world of cybercrime, we recommend that you continue to remain vigilant and report any suspicious activity or suspected identity theft to us and the proper law enforcement authorities. We also recommend that you review the information below, in the section titled *Preventing Identity Theft and Fraud* for more information on ways to protect yourself and your data.

For More Information

In summary, our database provider Blackbaud had a data security incident that included some of your personal information, but Blackbaud confirmed that stolen files were ultimately destroyed. We sincerely apologize for this incident and regret any inconvenience it may cause you. Should you have any further questions regarding this matter, please do not hesitate to contact March of Dimes at 888-MODIMES (888-663-4637), and we will do our best to answer them.

Thank you again for supporting our fight for the health of all moms and babies.

Sincerely,

Alan Brogdon
SVP & Chief Operating Officer

Adrian Mollo
SVP & General Counsel

Preventing Identity Theft and Fraud

As a precautionary measure, we recommend that you remain vigilant to protect against potential fraud or identity theft by, among other things, reviewing your account statements and monitoring 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 may wish to review the tips provided by the FTC on steps to you can take to avoid identity theft. For more information and to contact the FTC, please visit www.ftc.gov/idtheft or call 1-877-ID-THEFT (1-877-438-4338).

Credit Reports: You may elect to obtain or purchase a copy of your free credit report by contacting one of the three national credit reporting agencies. Contact information for these agencies is as follows:


Equifax
1-800-349-9960
www.equifax.com
P.O. Box 105788
Atlanta, GA 30348


Experian
1-888-397-3742
www.experian.com
P.O. Box 9554
Allen, TX 75013

TransUnion
1-888-909-8872
www.transunion.com
P.O. Box 2000
Chester, PA 19022


2. Homepage, marchofdimes.org (posted August 14, 2020).

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IT STARTS WITH MOM

More than six million women will become pregnant this year. Join March of Dimes and our partners to connect, protect and help moms and moms-to-be get the care they need. After all, **it starts with mom.**

[LEARN MORE](#)



COVID-19 UPDATES

Learn more [here](#) about our resources and ways you can support families during the pandemic


BLACKBAUD DATA SECURITY INCIDENT

Please click [here](#) for information about a data security incident involving Blackbaud, Inc., a current service provider of March of Dimes.

3. Linked notice page, <https://www.marchofdimes.org/general-notice-blackbaud.aspx> (posted August 14, 2020).

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GENERAL NOTICE BLACKBAUD

August 14, 2020

We are posting this notice to let you know of a data security incident that may have involved our donors personal information. March of Dimes takes the protection and proper use of your information very seriously; therefore, we are posting this notice to explain the incident and measures taken to protect your information.

What Happened?

We were recently notified by one of our database providers, Blackbaud, of a security incident in which they stopped a ransomware attack. During the attack, the intruders removed files from Blackbaud's platform, which hosted data for hundreds of colleges, universities, health care organizations, schools, charities and other non-profit organizations, including March of Dimes. Blackbaud believes the breach occurred between February and May 2020. Blackbaud discovered the incident in May, conducted an investigation, and notified March of Dimes on July 16, 2020.

What Information Was Involved?

We have determined that the March of Dimes file accessed by the intruders contained data about our donors. Our review of this data is ongoing, but so far we have determined that it may have included your name and title, addresses and contact details (e.g., phone numbers and e-mail addresses), philanthropic interests, some donation history and your date of birth. We do not have reason to believe any financial information was stolen or accessed by the intruders. March of Dimes does not use Blackbaud to process any financial transactions. That being said, we are still in the process of completing our internal review, and if we determine any financial information was in fact compromised, we will promptly inform you.

We and Blackbaud believe there is a low risk that your data will be misused. Blackbaud worked with law enforcement and third-party experts to investigate and resolve this incident. Blackbaud paid the intruder using a third-party expert who confirmed that any data copied had been destroyed. You can find more information about this incident on Blackbaud's website: <https://www.blackbaud.com/securityincident>

Risk and Continued Mitigation

Blackbaud believes customer data was not further disclosed by the intruder and will not be misused. An expert retained by Blackbaud continues to scan the web and has not found any exposed data from this incident online. Blackbaud plans to continue such monitoring activities for the foreseeable future. Although March of Dimes will no longer be utilizing Blackbaud's services by the end of 2020, Blackbaud has agreed to continue this monitoring and inform March of Dimes if Blackbaud discover any exposed March of Dimes donor information online.

As a best practice in today's world of cybercrime, we recommend that you continue to remain vigilant and report any suspicious activity or suspected identity theft to us and the proper law enforcement authorities. We also recommend that you review the information below, in the section titled Preventing Identity Theft and Fraud for more information on ways to protect yourself and your data.

For More Information

In summary, our database provider Blackbaud had a data security incident that included some of your personal information, but Blackbaud confirmed that stolen files were ultimately destroyed. We sincerely apologize for this incident and regret any inconvenience it may cause you. Should you have any further questions regarding this matter, please do not hesitate to contact March of Dimes at 888-MODIMES (888-663-4637), and we will do our best to answer them.

Thank you again for supporting our fight for the health of all moms and babies.

Sincerely,

Alan Brogdon	Adrian Mollo
SVP & Chief Operating Officer	VP & General Counsel

Preventing Identity Theft and Fraud

As a precautionary measure, we recommend that you remain vigilant to protect against potential fraud or identity theft by, among other things, reviewing your account statements and monitoring 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 may wish to review the tips provided by the FTC on steps to you can take to avoid identity theft. For more information and to contact the FTC, please visit www.ftc.gov/idtheft or call 1-877-ID-THEFT (1-877-438-4338).

Credit Reports: You may elect to obtain or purchase a copy of your free credit report by contacting one of the three national credit reporting agencies. Contact information for these agencies is as follows:

Equifax	Experian	TransUnion
1-800-349-9960	1-888-397-3742	1-888-909-6872
www.equifax.com	www.experian.com	www.transunion.com
P.O. Box 105788	P.O. Box 9554	P.O. Box 2000
Atlanta, GA 30348	Allen, TX 75013	hester, PA 19022

Addendum 3

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Addendum 4
Press Release

Blackbaud Security Incident Impacts March of Dimes Donors



NEWS PROVIDED BY
March of Dimes →
Aug 14, 2020, 11:28 ET

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ARLINGTON, Va., Aug. 14, 2020 /PRNewswire/ -- March of Dimes Inc. takes the protection and proper use of donor information very seriously. The organization was recently notified by one of its database providers, Blackbaud, of a security incident in which they stopped a ransomware attack. During the attack, the intruders removed files from Blackbaud's platform, which hosted data for hundreds of colleges, universities, health care organizations, schools, charities and other non-profit organizations, including March of Dimes. Blackbaud believes the breach occurred between February and May 2020. Blackbaud discovered the incident in May, conducted an investigation, and notified March of Dimes on July 16, 2020.

March of Dimes determined that the compromised file contained data about its donors. While the review of the data is ongoing, the data file included donors' names and titles, addresses and contact details (e.g., phone numbers and e-mail addresses), philanthropic interests, some donation history and dates of birth.

March of Dimes and Blackbaud believe there is a low risk that the data will be misused. Blackbaud worked with law enforcement and third-party experts to investigate and resolve this incident. Blackbaud paid the intruder using a third-party expert who confirmed that any data copied had been destroyed. An expert retained by Blackbaud continues to scan the web and has not found any exposed data from this incident online. Blackbaud plans to continue such monitoring activities for the foreseeable future and has committed to alerting March of Dimes if they find any of its donor data. More information about this incident is available on Blackbaud's website: <https://www.blackbaud.com/securityincident>

March of Dimes sincerely apologizes to its donors for this incident and regrets any inconvenience it may cause them.

About March of Dimes

March of Dimes leads the fight for the health of all moms and babies. We support research, lead programs and provide education and advocacy so that every baby can have the best possible start. Building on a successful 80-year legacy of impact and innovation, we empower every mom and every family. Visit marchofdimes.org or nacersano.org for more information. Visit shareyourstory.org for comfort and support. Find us on [Facebook](#) and follow us on [Instagram](#) and [Twitter](#).

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