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**UNITED STATES DISTRICT COURT
NORTHERN DISTRICT OF CALIFORNIA**

CHRISTOPHER MCPHEE, *individually
and on behalf of all others similarly
situated,*

Plaintiff,

v.

PROSPER FUNDING, LLC,

Defendant.

Case No.

CLASS ACTION

**CLASS ACTION COMPLAINT
FOR DAMAGES**

- 1. Negligence/Negligence *Per Se***
- 2. Breach of Implied Contract**
- 3. Unjust Enrichment**
- 4. Violation of the California
Consumer Privacy Act, Cal. Civil
Code § 1798.100, *et seq.***

DEMAND FOR JURY TRIAL

Plaintiff Christopher McPhee (“Plaintiff”), individually and on behalf of all others similarly situated (“Class Members”), brings this Class Action Complaint against Defendant Prosper Funding, LLC (“Defendant”), alleging as follows based upon personal knowledge, information and belief, and investigation of counsel.

NATURE OF THE ACTION

1. Plaintiff brings this class action against Defendant for its failure to properly secure and safeguard Plaintiff’s and similarly situated Class Members’ sensitive personally identifying information (“PII”),¹ which, as a result, is now in criminal cyberthieves’ possession.

2. Due to Defendant’s failure to implement reasonable or adequate data security measures, hackers targeted and accessed Defendant’s network systems and stole Plaintiff’s and Class Members’ sensitive, confidential PII stored therein, including their full names in combination with Social Security numbers, and other sensitive data, causing widespread injuries to Plaintiff and Class Members (the “Data Breach”)².

3. Defendant is a financial services company offering a variety of lending products to consumers and businesses.

4. Plaintiff and Class Members are current and former customers of Defendant who, in order to obtain financial services from Defendant, were and are required to entrust Defendant with their sensitive, non-public PII. Defendant could not perform its operations or provide its services without collecting Plaintiff’s and Class Members’ PII and retains it for many years, at least, even after the lender-customer relationship has ended.

¹ The Federal Trade Commission (“FTC”) defines “identifying information” as “any name or number that may be used, alone or in conjunction with any other information, to identify a specific person,” including, among other things, “[n]ame, Social Security number, date of birth. . . .” 17 C.F.R. § 248.201(b)(8).

² See Notice of Cybersecurity Incident, attached hereto as **Exhibit A**.

1 5. Financial Institutions like Defendant that handle PII owe the
2 individuals to whom that data relates a duty to adopt reasonable measures to protect
3 such information from disclosure to unauthorized third parties, and to keep it safe
4 and confidential. This duty arises under contract, statutory and common law,
5 industry standards, representations made to Plaintiff and Class Members, and
6 because it is foreseeable that the exposure of PII to unauthorized persons—and
7 especially hackers with nefarious intentions—will harm the affected individuals,
8 including but not limited to by the invasion of their private health matters.

9 6. Defendant breached these duties owed to Plaintiff and Class Members
10 by failing to safeguard their PII it collected and maintained, including by failing to
11 implement industry standards for data security to protect against, detect, and stop
12 cyberattacks, which failures allowed criminal hackers to access and steal thousands
13 of consumers' PII from Defendant's care.

14 7. While Defendant notified Plaintiff and Class Members their PII had
15 been compromised, Defendant's notice failed to explain when the Data Breach
16 actually took place, or any other important details like how the Data Breach
17 happened, diminishing Plaintiff's and Class Members' ability to timely and
18 thoroughly mitigate and address the increased, imminent risk of identity theft and
19 other harms the Data Breach caused.

20 8. Defendant failed to adequately protect Plaintiff's and Class Members'
21 PII, and failed to even encrypt or redact this highly sensitive data. This unencrypted,
22 unredacted PII was compromised due to Defendant's negligent and/or careless acts
23 and omissions and its utter failure to protect its customers' sensitive data.

24 9. Defendant maintained the PII in a reckless manner. In particular, PII
25 was maintained on and/or accessible from Defendant's employee email accounts in
26 a condition vulnerable to cyberattacks. The mechanism of the cyberattack and
27 potential for improper disclosure of Plaintiff's and Class Members' PII was a known
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1 risk to Defendant, and thus, Defendant knew that failing to take reasonable steps to
2 secure the PII left it in a dangerous condition.

3 10. Hackers targeted and obtained Plaintiff's and Class Members' PII from
4 Defendant's accounts because of the data's value in exploiting and stealing
5 identities. As a direct and proximate result of Defendants' inadequate data security
6 and breaches of its duties to handle PII with reasonable care, Plaintiff's and Class
7 Members' PII has been accessed by hackers and exposed to an untold number of
8 unauthorized individuals. The present and continuing risk to Plaintiff and Class
9 Members will remain for their respective lifetimes.

10 11. The harm resulting from a cyberattack like this Data Breach manifests
11 in numerous ways including identity theft and financial fraud, and the exposure of
12 an individual's PII due to a data breach ensures that the individual will be at a
13 substantially increased and certainly impending risk of identity theft crimes
14 compared to the rest of the population, potentially for the rest of his or her life.
15 Mitigating that risk, to the extent it is even possible to do so, requires individuals to
16 devote significant time and money to closely monitor their credit, financial accounts,
17 and email accounts, and take several additional prophylactic measures.

18 12. As a result of the Data Breach, Plaintiff and Class Members suffered
19 and will continue to suffer concrete injuries in fact, including but not limited to (a)
20 financial costs incurred mitigating the materialized risk and imminent threat of
21 identity theft; (b) loss of time and loss of productivity incurred mitigating the
22 materialized risk and imminent threat of identity theft; (c) actual identity theft and
23 fraud; (d) financial costs incurred due to actual identity theft; (e) loss of time incurred
24 due to actual identity theft; (f) deprivation of value of their PII; (g) loss of privacy;
25 (h) emotional distress including anxiety and stress in with dealing with the Data
26 Breach; and (i) the continued risk to their sensitive PII, which remains in
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1 Defendant's possession and subject to further breaches, so long as Defendant fails
2 to undertake adequate measures to protect it.

3 13. To recover from Defendant for these harms, Plaintiff, on his own behalf
4 and on behalf of the Class as defined herein, brings claims for negligence/negligence
5 per se, breach of contract, unjust enrichment, and violation of the California
6 Consumer Privacy Act ("CCPA"), California Civil Code § 1798.100, *et seq.*, to
7 address Defendant's inadequate safeguarding of Plaintiff's and Class Members' PII
8 in its care.

9 14. Plaintiff and Class Members seek damages and equitable relief
10 requiring Defendant to (a) disclose the full nature of the Data Breach and types of
11 PII exposed; (b) implement data security practices to reasonably guard against future
12 breaches; and (c) provide, at Defendant's expense, all Data Breach victims with
13 lifetime identity theft protection services.

14 **PARTIES**

15 ***Plaintiff Christopher McPhee***

16 15. Plaintiff Christopher McPhee is an adult individual who at all relevant
17 times has been a citizen and resident of Oakland, California.

18 16. Plaintiff is a customer of Defendant and received financial services
19 from Defendant prior to the Data Breach. Plaintiff provided his PII to Defendant as
20 a condition of and in exchange for obtaining services from Defendant.

21 17. Plaintiff greatly values his privacy and is very careful about sharing his
22 sensitive PII. Plaintiff diligently protects his PII and stores any documents
23 containing PII in a safe and secure location. He has never knowingly transmitted
24 unencrypted sensitive PII over the internet or any other unsecured source. Plaintiff
25 would not have provided his PII to Defendant had he known it would be kept using
26 inadequate data security and vulnerable to a cyberattack.

1 18. At the time of the Data Breach, Defendant retained Plaintiff's PII in its
2 employee email accounts and network systems with inadequate data security,
3 causing Plaintiff's PII to be accessed and exfiltrated by cybercriminals in the Data
4 Breach.

5 19. On or about September 17, 2025, Plaintiff received Defendant's Notice
6 Letter informing that his PII was accessed and exposed to unauthorized hackers in
7 the Data Breach. According to the Notice Letter, the hackers acquired files
8 containing Plaintiff's sensitive PII, including his name in combination with his
9 Social Security number.³

10 20. Plaintiff further believes his PII, and that of Class Members, was and
11 will be sold and disseminated on the dark web following the Data Breach as that is
12 the *modus operandi* of cybercriminals that commit cyber-attacks of this type.

13 21. Plaintiff has made reasonable efforts to mitigate the impact of the Data
14 Breach, including but not limited to researching the Data Breach and reviewing
15 credit reports and financial account statements for any indications of actual or
16 attempted identity theft or fraud. Plaintiff now monitors his financial and credit
17 statements multiple times a week and has spent hours dealing with the Data Breach,
18 valuable time he otherwise would have spent on other activities.

19 22. Plaintiff further anticipates spending considerable time and money on
20 an ongoing basis to try to mitigate and address harms caused by the Data Breach.
21 Due to the Data Breach, Plaintiff is at a present risk and will continue to be at risk
22 of identity theft and fraud for years.

23 23. The risk of identity theft is impending and has materialized, as there is
24 evidence that Plaintiff's and Class Members' PII was targeted, accessed, and
25 misused, including through publication and dissemination on the dark web.

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27
28 ³ *Id.*

24. The Data Breach has also caused Plaintiff to suffer fear, anxiety, and stress about his PII now being in the hands of cybercriminals, compounded by the fact that Defendant still has not fully informed him of key details about the Data Breach's occurrence or the information stolen.

Defendant Prosper Funding, LLC

25. Defendant is a Delaware limited liability company with its headquarters and principal place of business at 221 Main Street, 3rd Floor, San Francisco, California 94105.

JURISDICTION AND VENUE

26. This Court has jurisdiction over this controversy under the Class Action Fairness Act, 28 U.S.C. § 1332(d)(2). The amount in controversy exceeds \$5 million exclusive of interests and costs, there are over 100 putative Class Members, and numerous Class Members are citizens of a different state than Defendant.

27. This Court has jurisdiction over Defendant because it is headquartered in California and regularly conducts business within this state.

28. Venue is proper in this Court because Defendant's principal office is in this District and a substantial part of the events, acts, and omissions giving rise to Plaintiff's claims occurred in this District.

FACTUAL BACKGROUND

A. Defendant Collects and Maintains PII.

29. Defendant is a financial services company offering a range of loan products and related financial services to consumers and businesses.

30. Plaintiff and Class Members are current and former customers of Defendant who received services from Defendant prior to the Data Breach.

31. As a condition of receiving financial services from Defendant, Defendants' customers, including Plaintiff and Class Members, were required to

1 entrust Defendant with highly sensitive PII, including their names, Social Security
2 numbers, and other sensitive data.

3 32. In exchange for receiving Plaintiff's and Class Members' PII,
4 Defendant promised to safeguard the sensitive, confidential data and use it only for
5 authorized and legitimate purposes, and to delete such information from its systems
6 once there was no longer a need to maintain it.

7 33. The information Defendant held in its computer networks accessible
8 through email accounts at the time of the Data Breach included the unencrypted PII
9 of Plaintiff and Class Members.

10 34. At all relevant times, Defendant knew it was storing and using its
11 networks to store and transmit valuable, sensitive PII belonging to Plaintiff and Class
12 Members, and that as a result, its systems would be attractive targets for
13 cybercriminals.

14 35. Defendant also knew that any breach of its information technology
15 network and exposure of the data stored therein would result in the increased risk of
16 identity theft and fraud for the individuals whose PII was compromised, as well as
17 intrusion into those individuals' highly private financial information.

18 36. Defendant made promises and representations to its customers,
19 including Plaintiff and Class Members, that the PII collected from them as a
20 condition of obtaining financial services from Defendant would be kept safe and
21 confidential, that the privacy of that information would be maintained, and that
22 Defendant would delete any sensitive information after it were no longer required to
23 maintain it.

24 37. Defendant's Privacy Notice,⁴ published on its website and in effect
25 when the Data Breach took place, promises and warrants as follows:

26 **How Prosper Secures Your Information**

27 ⁴ Prosper Privacy Policy & Federal Privacy Notice, Prosper Funding LLC,
28 <https://www.prosper.com/legal/privacy-policy>.

Prosper uses significant safeguards, including physical, technical (electronic), and operational controls to protect your personal information, both during transmission and once received. . . . Once on our system, personal information can only be read or written through defined service access points, the use of which is password-protected. Data security is achieved through technical safeguards that include a combination of encryption, firewalls, intrusion prevention system, malware detection system, and data loss prevention systems. Prosper also conducts vulnerability scans of applications and systems regularly.

Access to the system is tightly controlled and limited to only those who have a need to access information. Administrative safeguards such as a security awareness program, background checks, and internal information use policy ensure that only trained and trusted staff are permitted to access personal information. . . .

Secure Data Center

We store all sensitive financial information in state-of-the-art, highly secure data centers that are audited per AICPA SOC for Service Organizations. Physical access to the data centers is strictly controlled and we use the latest threat prevention technologies such as network and web application firewalls, VPN, antivirus, Web filtering and antispam technologies.

To protect your personal information from unauthorized access and use, we use security measures that comply with federal law. These measures include computer safeguards and secured files and buildings. We also maintain other physical, electronic and procedural safeguards to protect this information, and we limit access to information to those employees for whom access is appropriate.

38. Plaintiff and Class Members relied on these promises and representations from Defendant, a sophisticated financial institution, to implement reasonable practices to keep their sensitive PII confidential and securely maintained, to use this information for necessary purposes only and make only authorized disclosures of this information, and to delete PII from Defendant's systems when no longer necessary for its legitimate business purposes.

39. But for Defendant's promises to keep Plaintiff's and Class Members' PII secure and confidential, Plaintiff and Class Members would not have sought services from or entrusted their PII to Defendant. Consumers in general demand security to safeguard their PII, especially when sensitive financial information is involved.

40. Based on the foregoing representations and warranties and to obtain financial services from Defendant, Plaintiff and Class Members provided their PII to Defendant with the reasonable expectation and mutual understanding that Defendant would comply with its promises and obligations to keep such information confidential and protected against unauthorized access.

41. Plaintiff and Class Members value the confidentiality of their PII and demand security to safeguard their PII. To that end, Plaintiff and Class Members have taken reasonable steps to maintain the confidentiality of their PII.

42. Defendant derived economic benefits from collecting Plaintiff's and Class Members' PII. Without the required submission of PII, Defendant could not perform its lending operations or generate revenue.

43. By obtaining, using, and benefiting from Plaintiff's and Class Members' PII, Defendant assumed legal and equitable duties and knew or should have known that it was responsible for protecting that PII from unauthorized access and disclosure.

44. Defendant had and has a duty to adopt reasonable measures to keep Plaintiff's and Class Members' PII confidential and protected from involuntary disclosure to third parties, and to audit, monitor, and verify the integrity of its IT networks, and train employees with access to use adequate cybersecurity measures.

45. Defendant had and has obligations created by the FTC Act, 15 U.S.C. § 45, the Gramm–Leach–Bliley Act, 15 U.S.C. § 6801 (“GLBA”), common law, contract, industry standards, and representations made to Plaintiff and Class

Members, to keep their PII confidential and protected from unauthorized disclosure. Defendant failed to do so.

B. Defendant Failed to Adequately Safeguard Plaintiff's and Class Member's PII, Causing the Data Breach.

46. Following the Data Breach, Defendant began sending Plaintiff and other Data Breach victims notice ("Notice Letters") informing them their PII was compromised.

47. The Notice Letters generally inform as follows, in part:

At Prosper, our values are very important to us and we prioritize accountability and integrity in all our actions. As part of that commitment, today I need to share important news with you that has just become public, but I wanted you to hear it directly from me.

We recently discovered unauthorized activity on our systems. . . . We have evidence that certain personal information, including Social Security Numbers, was obtained[.]

48. Omitted from the Notice Letter were the details of the date or root cause of the Data Breach, the vulnerabilities exploited, and the remedial measures undertaken to ensure such a breach does not occur again. To date, these critical facts have not been explained or clarified to Plaintiff and Class Members, who retain a vested interest in ensuring that their PII is protected.

49. Thus, Defendant's purported 'disclosure' amounts to no real disclosure at all, as it fails to inform Plaintiff and Class Members of the Data Breach's critical facts with any degree of specificity. Without these details, Plaintiff's and Class Members' ability to mitigate the harms resulting from the Data Breach is severely diminished.

50. Plaintiff's and Class Members' PII was targeted, accessed, and stolen by cybercriminals in the Data Breach. Criminal hackers accessed and acquired confidential files containing Plaintiff's and Class Members' PII from Defendant's

1 email accounts, where they were kept without adequate safeguards and in
2 unencrypted form.

3 51. Defendant could have prevented this Data Breach by properly training
4 personnel, securing account access through measures like phishing-resistant (i.e.,
5 non-SMS text based) multi-factor authentication (“MFA”) for as many services as
6 possible, training users to recognize and report phishing attempts, implementing
7 recurring forced password resets, and/or securing and encrypting files and file
8 servers containing Plaintiff’s and Class Members’ PII, but failed to do so.

9 52. As the Data Breach evidences, Defendant did not use reasonable
10 security procedures and practices appropriate to the nature of the sensitive PII it
11 collected and maintained from Plaintiff and Class Members, such as phishing-
12 resistant MFA, standard monitoring and altering techniques, encryption, or deletion
13 of information when it is no longer needed. These failures by Defendant allowed and
14 caused cybercriminals to target and access Defendant’s network and exfiltrate files
15 containing Plaintiff and Class Member’s PII.

16 53. Defendant could have prevented this Data Breach by properly securing
17 and encrypting the files and file servers containing Plaintiff’s and Class Members’
18 PII, using controls like limitations on personnel with access to sensitive data and
19 requiring phishing-resistant MFA for access, training its employees on standard
20 cybersecurity practices, and implementing reasonable logging and alerting methods
21 to detect unauthorized access.

22 54. For example, if Defendant had implemented industry standard logging,
23 monitoring, and alerting systems—basic technical safeguards that any PHI and/or
24 PII-collecting company is expected to employ—then cybercriminals would not have
25 been able to perpetrate malicious activity in Defendant’s network systems for the
26 period it took to carry out the Data Breach, including the reconnaissance necessary
27 to identify where Defendant stored PII, installation of malware or other methods of
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1 establishing persistence and creating a path to exfiltrate data, staging data in
2 preparation for exfiltration, and then exfiltrating that data outside of Defendant's
3 system without being caught.

4 55. Defendant would have recognized the malicious activities detailed in
5 the preceding paragraph if it bothered to implement basic monitoring and detection
6 systems, which then would have stopped the Data Breach or greatly reduced its
7 impact.

8 56. Further, upon information and belief, had Defendant required phishing-
9 resistant MFA, and/or trained its employees on reasonable and basic cybersecurity
10 topics like common phishing techniques or indicators of a potentially malicious
11 event, cybercriminals would not have been able to gain initial access to Defendant's
12 network or Plaintiff's and Class Members' PII.

13 57. Defendant's tortious conduct and breach of contractual obligations, as
14 detailed herein, are evidenced by its failure to recognize the Data Breach until
15 cybercriminals had already accessed Plaintiff's and Class Members' PII, meaning
16 Defendant had no effective means in place to ensure that cyberattacks were detected
17 and prevented.

18 **C. Defendant Knew of the Risk of a Cyberattack because Financial**
19 **Institutions in Possession of PII are Particularly Susceptable.**

20 58. Defendant's negligence in failing to safeguard Plaintiff's and Class
21 Members' PII is exacerbated by the repeated warnings and alerts directed to
22 protecting and securing such data.

23 59. PII of the kind accessed in the Data Breach is of great value to hackers
24 and cybercriminals as it can be used for a variety of unlawful and nefarious purposes,
25 including ransomware, fraudulent misuse, and sale on the dark web.

26 60. PII can also be used to distinguish, identify, or trace an individual's
27 identity, such as their name, Social Security number, and financial records. This may
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1 be accomplished alone, or in combination with other personal information that is
2 connected, or linked to an individual, such as his or her birthdate, birthplace, and
3 mother's maiden name.

4 61. Data thieves regularly target entities in the financial industry like
5 Defendant due to the highly sensitive information that such entities maintain.
6 Defendant knew and understood that unprotected PII is valuable and highly sought
7 after by criminal parties who seek to illegally monetize that PII through unauthorized
8 access.

9 62. Data breaches and identity theft have a crippling effect on individuals,
10 and detrimentally impact the economy as a whole.⁵

11 63. Cyber-attacks against financial institutions such as Defendant are
12 targeted and frequent. According to Contrast Security's 2023 report *Cyber Bank*
13 *Heists: Threats to the financial sector*, "Over the past year, attacks have included
14 banking trojans, ransomware, account takeover, theft of client data and cybercrime
15 cartels deploying 'trojanized' finance apps to deliver malware in spear-phishing
16 campaigns."⁶ In fact, "40% [of financial institutions] have been victimized by a
17 ransomware attack."⁷

18 64. In light of past high profile data breaches at industry-leading
19 companies, including, for example, Microsoft (250 million records, December
20 2019), Wattpad (268 million records, June 2020), Facebook (267 million users, April
21 2020), Estee Lauder (440 million records, January 2020), Whisper (900 million
22 records, March 2020), and Advanced Info Service (8.3 billion records, May 2020),
23 Defendant knew or, if acting as a reasonable financial institution, should have known
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25 _____
26 ⁵ *Id.*

27 ⁶ Contrast Security, "Cyber Bank Heists: Threats to the financial sector," pg. 5, avail. at
28 [https://www.contrastsecurity.com/hubfs/Cyber%20Bank%20Heists%20Report%202023.pdf?hsLang=en](https://www.contrastsecurity.com/hubfs/Cyber%20Bank%20Heists%20Report%2023.pdf?hsLang=en) (last acc. February 9, 2024).

⁷ *Id.*, at 15.

1 that the PII it collected and maintained would be vulnerable to and targeted by
2 cybercriminals.

3 65. According to the Identity Theft Resource Center’s report covering the
4 year 2021, “the overall number of data compromises (1,862) is up more than 68
5 percent compared to 2020. The new record number of data compromises is 23
6 percent over the previous all-time high (1,506) set in 2017. The number of data
7 events that involved sensitive information (Ex: Social Security numbers) increased
8 slightly compared to 2020 (83 percent vs. 80 percent).”⁸

9 66. The increase in such attacks, and attendant risk of future attacks, was
10 widely known to the public and to anyone in Defendant’s industry, including
11 Defendant itself. According to IBM’s 2022 report, “[f]or 83% of companies, it’s not
12 if a data breach will happen, but when.”⁹

13 67. As a financial institution in possession of its customers’ and clients’
14 PII, Defendant knew, or should have known, the importance of safeguarding the PII
15 entrusted to it by Plaintiff and Class Members and of the foreseeable consequences
16 if its data security systems were breached. Such consequences include the significant
17 costs imposed on Plaintiff and Class Members due to a breach. Nevertheless,
18 Defendant failed to take adequate cybersecurity measures to prevent the Data
19 Breach.

20 68. Despite the prevalence of public announcements of data breach and
21 data security compromises, Defendant failed to take appropriate steps to protect the
22 PII of Plaintiff and Class Members from being wrongfully disclosed to
23 cybercriminals.

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25 ⁸ See “Identity Theft Resource Center’s 2021 Annual Data Breach Report Sets New Record
26 for Number of Compromises,” Jan. 24, 2022, available at
27 [https://www.idtheftcenter.org/post/identity-theft-resource-center-2021-annual-data-breach-](https://www.idtheftcenter.org/post/identity-theft-resource-center-2021-annual-data-breach-report-sets-new-record-for-number-of-compromises/)
28 [report-sets-new-record-for-number-of-compromises/](https://www.idtheftcenter.org/post/identity-theft-resource-center-2021-annual-data-breach-report-sets-new-record-for-number-of-compromises/) (last accesses Feb. 9, 2024).

⁹ IBM, “Cost of a data breach 2022: A million-dollar race to detect and respond,” available at
<https://www.ibm.com/reports/data-breach> (last accessed Feb. 9, 2024).

69. Given the nature of the Data Breach, it was foreseeable that Plaintiff's and Class Members' PII compromised therein would be targeted by hackers and cybercriminals for use in variety of different injurious ways. Indeed, the cybercriminals who possess Plaintiff's and Class Members' PII can easily obtain their tax returns or open fraudulent credit card accounts in Plaintiff's and Class Members' names.

70. Defendant was, or should have been, fully aware of the unique type and the significant volume of data on its network server(s), amounting to tens of thousands of individuals' detailed PII, and, thus, the significant number of individuals who would be harmed by the exposure of that unencrypted data.

71. Plaintiff and Class Members were the foreseeable and probable victims of Defendant's inadequate security practices and procedures. Defendant knew or should have known of the inherent risks in collecting and storing PII and the critical importance of providing adequate security for that information.

72. The breadth of data compromised in the Data Breach makes the information particularly valuable to thieves and leaves Plaintiff and Class Members especially vulnerable to identity theft, tax fraud, credit and bank fraud, and the like.

D. Defendant was Required, but Failed to Comply with FTC Rules and Guidance.

73. The FTC has promulgated numerous guides for businesses that highlight the importance of implementing reasonable data security practices. According to the FTC, the need for data security should be factored into all business decision-making.

74. In 2016, the FTC updated its publication, *Protecting Personal Information: A Guide for Business*, which established cyber-security guidelines for businesses like Defendant. These guidelines note that businesses should protect the personal customer information that they keep; properly dispose of personal

1 information that is no longer needed; encrypt information stored on computer
2 networks; understand their network's vulnerabilities; and implement policies to
3 correct any security problems.¹⁰

4 75. The FTC's guidelines also recommend that businesses use an intrusion
5 detection system to expose a breach as soon as it occurs; monitor all incoming traffic
6 for activity indicating someone is attempting to hack the system; watch for large
7 amounts of data being transmitted from the system; and have a response plan ready
8 in the event of a breach.¹¹

9 76. The FTC further recommends that companies not maintain confidential
10 personal information, like PII, longer than is needed for authorization of a
11 transaction; limit access to sensitive data; require complex passwords to be used on
12 networks; use industry-tested methods for security; monitor for suspicious activity
13 on the network; and verify that third-party service providers have implemented
14 reasonable security measures.

15 77. The FTC has brought enforcement actions against businesses for failing
16 to adequately and reasonably protect third parties' confidential data, treating the
17 failure to employ reasonable and appropriate measures to protect against
18 unauthorized access to confidential consumer data as an unfair act or practice
19 prohibited by Section 5 of the FTC Act. Orders resulting from these actions further
20 clarify the measures business like Defendant must undertake to meet their data
21 security obligations.

22 78. Such FTC enforcement actions include actions against healthcare
23 entities like Defendant. *See, e.g., In the Matter of LabMD, Inc.*, 2016-2 Trade Cas.
24 (CCH) ¶ 79708, 2016 WL 4128215, at *32 (MSNET July 28, 2016) ("[T]he
25

26 ¹⁰ *Protecting Personal Information: A Guide for Business*, FEDERAL TRADE COMMISSION
27 (2016), [https://www.ftc.gov/system/files/documents/plain-language/pdf-0136_proteting-personal-](https://www.ftc.gov/system/files/documents/plain-language/pdf-0136_proteting-personal-information.pdf)
28 [information.pdf](https://www.ftc.gov/system/files/documents/plain-language/pdf-0136_proteting-personal-information.pdf) (last accessed May 8, 2024).

¹¹ *Id.*

Commission concludes that LabMD’s data security practices were unreasonable and constitute an unfair act or practice in violation of Section 5 of the FTC Act.”).

79. Section 5 of the FTC Act, 15 U.S.C. § 45, prohibits “unfair . . . practices in or affecting commerce,” including, as interpreted and enforced by the FTC, the unfair act or practice by businesses, such as Defendant, of failing to use reasonable measures to protect sensitive personal information, like PII. The FTC publications and orders described above also form part of the basis of Defendant’s duty in this regard.

80. The FTC has also recognized that consumer data is a new and valuable form of currency. In an FTC roundtable presentation, former Commissioner Pamela Jones Harbour stated that “most consumers cannot begin to comprehend the types and amount of information collected by businesses, or why their information may be commercially valuable. Data is currency. The larger the data set, the greater potential for analysis and profit.”¹²

81. Defendant failed to properly implement basic data security practices, in violation of its duties under the FTC Act.

82. Defendant’s failure to employ reasonable and appropriate measures to protect against unauthorized access to Plaintiff’s and Class Members’ PII or to comply with applicable industry standards constitutes an unfair act or practice prohibited by Section 5 of the FTC Act.

E. Defendant was Required, But Failed, to Comply With the GLBA.

83. The GLBA states, “It is the policy of the Congress that each financial institution has an affirmative and continuing obligation to respect the privacy of its customers and to protect the security and confidentiality of those customers’ nonpublic personal information.” 15 U.S.C. § 6801(a).

¹² Statement of FTC Commissioner Pamela Jones Harbour (Remarks Before FTC Exploring Privacy Roundtable), <http://www.ftc.gov/speeches/harbour/091207privacyroundtable.pdf>.

1 84. Defendant is a financial institution for purposes of the GLBA, because
2 it is “significantly engaged in financial activities, or significantly engaged in
3 activities incidental to such financial activities.” 16 C.F.R. § 314.2(h).

4 85. “Nonpublic personal information” means “personally identifiable
5 financial information provided by a consumer to a financial institution; resulting
6 from any transaction with the consumer or any service performed for the consumer;
7 or otherwise obtained by the financial institution.” 15 U.S.C. § 6809(4)(A)(i)–(iii).

8 86. The PII involved in the Data Breach constitutes “nonpublic personal
9 information” for purposes of the GLBA.

10 87. Defendant collects “nonpublic personal information,” as defined by 15
11 U.S.C. § 6809(4)(A), 16 C.F.R. § 313.3(n) & 12 C.F.R. § 1016.3(p)(1). Accordingly,
12 during the relevant time period, Defendant was subject to the requirements of the
13 GLBA, 15 U.S.C. §§ 6801, *et seq.*, and to numerous rules and regulations
14 promulgated under the GLBA.

15 88. The Safeguards Rule, which implements Section 501(b) of the GLBA,
16 15 U.S.C. § 6801(b), requires financial institutions to protect the security,
17 confidentiality, and integrity of customer information by developing a
18 comprehensive written information security program that contains reasonable
19 administrative, technical, and physical safeguards, including: (i) designating one or
20 more employees to coordinate the information security program; (ii) identifying
21 reasonably foreseeable internal and external risks to the security, confidentiality, and
22 integrity of customer information, and assessing the sufficiency of any safeguards in
23 place to control those risks; (iii) designing and implementing information safeguards
24 to control the risks identified through risk assessment, and regularly testing or
25 otherwise monitoring the effectiveness of the safeguards’ key controls, systems, and
26 procedures; (iv) overseeing service providers and requiring them by contract to
27 protect the security and confidentiality of customer information; and (v) evaluating
28

1 and adjusting the information security program in light of the results of testing and
2 monitoring, changes to the business operation, and other relevant circumstances. 16
3 C.F.R. §§ 314.3 & 314.4. As alleged herein, Defendant violated the Safeguards Rule.

4 89. Defendant' conduct resulted in a variety of failures to follow GLBA-
5 mandated rules and regulations, many of which are also industry standard. Among
6 such deficient practices, the Data Breach demonstrates that Defendant failed to
7 implement (or inadequately implemented) information security policies or
8 procedures such as effective employee training, adequate intrusion detection
9 systems, regular reviews of audit logs and records, and other similar measures to
10 protect the confidentiality of the PII it maintained in its information technology
11 systems.

12 90. Had Defendant implemented data security protocols, the consequences
13 of the Data Breach could have been avoided, or at least significantly reduced as the
14 Data Breach could have been detected earlier, the amount of PII compromised could
15 have been greatly reduced.

16 **F. Defendant Failed to Comply with Industry Standards.**

17 91. A number of industry and national best practices have been published
18 and are widely used as a go-to resource when developing an institution's
19 cybersecurity standards.

20 92. The Center for Internet Security's (CIS) Critical Security Controls
21 (CSC) recommends certain best practices to adequately secure data and prevent
22 cybersecurity attacks, including Critical Security Controls of Inventory and Control
23 of Enterprise Assets, Inventory and Control of Software Assets, Data Protection,
24 Secure Configuration of Enterprise Assets and Software, Account Management,
25 Access Control Management, Continuous Vulnerability Management, Audit Log
26 Management, Email and Web Browser Protections, Malware Defenses, Data
27 Recovery, Network Infrastructure Management, Network Monitoring and Defense,
28

1 Security Awareness and Skills Training, Service Provider Management, Application
2 Software Security, Incident Response Management, and Penetration Testing.¹³

3 93. In addition, the NIST recommends certain practices to safeguard
4 systems¹⁴:

- 5 a. Control who logs on to your network and uses your
- 6 computers and other devices.
- 7 b. Use security software to protect data.
- 8 c. Encrypt sensitive data, at rest and in transit.
- 9 d. Conduct regular backups of data.
- 10 e. Update security software regularly, automating those
- 11 updates if possible.
- 12 f. Have formal policies for safely disposing of electronic
- 13 files and old devices.
- 14 g. Train everyone who uses your computers, devices, and
- 15 network about cybersecurity. You can help employees
- 16 understand their personal risk in addition to their crucial
- 17 role in the workplace.

18 94. Further still, the Cybersecurity & Infrastructure Security Agency
19 (“CISA”) makes specific recommendations to organizations to guard against
20 cybersecurity attacks, including (a) reducing the likelihood of a damaging cyber
21 intrusion by validating that “remote access to the organization’s network and
22 privileged or administrative access requires multi-factor authentication, [e]nsur[ing]
23 that software is up to date, prioritizing updates that address known exploited
24 vulnerabilities identified by CISA[,] [c]onfirm[ing] that the organization’s IT

25
26 ¹³ See Rapid7, “CIS Top 18 Critical Security Controls Solutions,” available at
<https://www.rapid7.com/solutions/compliance/critical-controls/> (last acc. Feb. 9, 2024).

27 ¹⁴ Federal Trade Commission, “Understanding The NIST Cybersecurity Framework,”
28 <https://www.ftc.gov/business-guidance/small-businesses/cybersecurity/nist-framework> (last acc.
Feb. 9, 2024).

personnel have disabled all ports and protocols that are not essential for business purposes,” and other steps; (b) taking steps to quickly detect a potential intrusion, including “[e]nsur[ing] that cybersecurity/IT personnel are focused on identifying and quickly assessing any unexpected or unusual network behavior [and] [e]nabl[ing] logging in order to better investigate issues or events[;] [c]onfirm[ing] that the organization's entire network is protected by antivirus/antimalware software and that signatures in these tools are updated,” and (c) “[e]nsur[ing] that the organization is prepared to respond if an intrusion occurs,” and other steps.¹⁵

95. Upon information and belief, Defendant failed to implement industry-standard cybersecurity measures, including by failing to meet the minimum standards of both the NIST Cybersecurity Framework Version 2.0 (including PR.AA-01, PR.AA-02, PR.AA-03, PR.AA-04, PR.AA-05, PR.AT-01, PR.DS-01, PR.DS-02, PR.DS-10, PR.PS-01, PR.PS-02, PR.PS-05, PR.IR-01, DE.CM-01, DE.CM-03, DE.CM-06, DE.CM-09, and RS.CO-04) and the Center for Internet Security’s Critical Security Controls (CIS CSC), which are established frameworks for reasonable cybersecurity readiness, and by failing to comply with other industry standards for protecting Plaintiff’s and Class Members’ PII, resulting in the Data Breach.

G. Defendant Owed Plaintiff and Class Members a Common Law Duty to Safeguard their PII.

96. In addition to its obligations under federal and state laws, Defendant owed a duty to Plaintiff and Class Members to exercise reasonable care in obtaining, retaining, securing, safeguarding, deleting, and protecting the PII in its possession from being compromised, lost, stolen, accessed, and misused by unauthorized persons. Defendant’s duty owed to Plaintiff and Class Members obligated it to provide reasonable data security, including consistency with industry standards and

¹⁵ Cybersecurity & Infrastructure Security Agency, “Shields Up: Guidance for Organizations,” available at <https://www.cisa.gov/shields-guidance-organizations> (last acc. Feb. 9, 2024).

1 requirements, and to ensure its computer systems, networks, and protocols
2 adequately protected Plaintiff's and Class Members' PII.

3 97. Defendant owed a duty to Plaintiff and Class Members to create and
4 implement reasonable data security practices and procedures to protect the PII in its
5 possession, including adequately training its employees and others who accessed PII
6 within its computer systems on how to adequately protect PII.

7 98. Defendant owed a duty to Plaintiff and Class Members to implement
8 processes that would detect a compromise of PII in a timely manner and act upon
9 data security warnings and alerts in a timely fashion.

10 99. Defendant owed a duty to Plaintiff and Class Members to disclose in a
11 timely and accurate manner when and how the Data Breach occurred.

12 100. Defendant owed a duty of care to Plaintiff and Class Members because
13 they were foreseeable and probable victims of any inadequate data security practices.

14 101. Defendant failed to take the necessary precautions required to safeguard
15 and protect Plaintiff's and Class Members' PII from unauthorized disclosure.
16 Defendant's actions and omissions represent a flagrant disregard of Plaintiff's and
17 Class Members' rights.

18 **H. Plaintiff and Class Members Suffered Common Injuries and Damages**
19 **due to Defendant's conduct.**

20 102. Defendant's failure to implement or maintain adequate data security
21 measures for Plaintiff's and Class Members' PII directly and proximately injured
22 Plaintiff and Class Members by the resulting disclosure of their PII in the Data
23 Breach.

24 103. The ramifications of Defendant's failure to keep secure the PII of
25 Plaintiff and Class Members are long lasting and severe. Once PII is stolen
26 fraudulent use of that information and damage to victims may continue for years.
27
28

104. Plaintiff and Class Members are also at a continued risk because their Private remains in Defendant's systems, which have already been shown to be susceptible to compromise and attack and are subject to further attack so long as Defendant fails to undertake the necessary and appropriate security and training measures to protect its customers' PII.

105. As a result of Defendant's ineffective and inadequate data security practices, the resulting Data Breach, and the foreseeable consequences of their PII ending up in criminals' possession, the risk of identity theft to Plaintiff and Class Members has materialized and is imminent, and they have all sustained actual injuries and damages, including, without limitation, (a) invasion of privacy; (b) financial costs incurred mitigating the materialized risk and imminent threat of identity theft; (c) loss of time and loss of productivity incurred mitigating the materialized risk and imminent threat of identity theft; (d) financial costs incurred due to actual identity theft; (e) loss of time incurred due to actual identity theft; (f) deprivation of value of their PII; (g) loss of the benefit of their bargain with Defendant; (h) emotional distress including anxiety and stress in dealing with the Data Breach's aftermath; and (i) the continued risk to their sensitive PII, which remains in Defendant's possession and is subject to further unauthorized disclosures so long as Defendant fails to undertake appropriate and adequate measures to protect the PII it collects and maintains.

Present and Ongoing Risk of Identity Theft

106. Plaintiff and Class Members are at a heightened risk of identity theft for years to come because of the Data Breach.

107. The FTC defines identity theft as "a fraud committed or attempted using the identifying information of another person without authority."¹⁶ The FTC describes "identifying information" as "any name or number that may be used, alone

¹⁶ 17 C.F.R. § 248.201 (2013).

1 or in conjunction with any other information, to identify a specific person,” including
2 “[n]ame, Social Security number, date of birth, official State or government issued
3 driver’s license or identification number, alien registration number, government
4 passport number, employer or taxpayer identification number.”¹⁷

5 108. The link between a data breach and the risk of identity theft is simple
6 and well established. Criminals acquire and steal individuals’ personal data to
7 monetize the information. Criminals monetize the data by selling the stolen
8 information on the internet black market to other criminals who then utilize the
9 information to commit a variety of identity theft related crimes discussed below.

10 109. The dark web is an unindexed layer of the internet that requires special
11 software or authentication to access.¹⁸ Criminals in particular favor the dark web as
12 it offers a degree of anonymity to visitors and website publishers. Unlike the
13 traditional or “surface” web, dark web users need to know the web address of the
14 website they wish to visit in advance. For example, on the surface web, the CIA’s
15 web address is cia.gov, but on the dark web the CIA’s web address is
16 ciadotgov4sjwlzihbbgxngq3xiyrg7so2r2o3lt5wz5ypk4sxyjstad.onion.¹⁹ This
17 prevents dark web marketplaces from being easily monitored by authorities or
18 accessed by those not in the know.

19 110. A sophisticated black market exists on the dark web where criminals
20 can buy or sell malware, firearms, drugs, and frequently, personal and medical
21 information like the PII at issue here.²⁰ The digital character of PII stolen in data
22 breaches lends itself to dark web transactions because it is immediately transmissible
23 over the internet and the buyer and seller can retain their anonymity. The sale of a
24

25 ¹⁷ *Id.*

26 ¹⁸ *What Is the Dark Web?*, Experian, available at <https://www.experian.com/blogs/ask-experian/what-is-the-dark-web/>.

27 ¹⁹ *Id.*

28 ²⁰ *What is the Dark Web?* – Microsoft 365, available at <https://www.microsoft.com/en-us/microsoft-365-life-hacks/privacy-and-safety/what-is-the-dark-web>.

1 firearm or drugs on the other hand requires a physical delivery address. Nefarious
2 actors can readily purchase usernames and passwords for online streaming services,
3 stolen financial information and account login credentials, and Social Security
4 numbers, dates of birth, and medical information.²¹ As Microsoft warns “[t]he
5 anonymity of the dark web lends itself well to those who would seek to do financial
6 harm to others.”²²

7 111. The unencrypted PII of Plaintiff and Class Members will end up for
8 sale on the dark web because that is the *modus operandi* of hackers. In addition,
9 unencrypted and detailed PII may fall into the hands of companies that will use it for
10 targeted marketing without the approval of Plaintiff and Class Members.
11 Unauthorized individuals can easily access the Plaintiff’s and Class Members’ PII.

12 112. Because a person’s identity is akin to a puzzle with multiple data points,
13 the more accurate pieces of data an identity thief obtains about a person, the easier
14 it is for the thief to take on the victim’s identity, or to track the victim to attempt
15 other hacking crimes against the individual to obtain more data to perfect a crime.

16 113. For example, armed with just a name and date of birth, a data thief can
17 utilize a hacking technique referred to as “social engineering” to obtain even more
18 information about a victim’s identity, such as a person’s login credentials or Social
19 Security number. Social engineering is a form of hacking whereby a data thief uses
20 previously acquired information to manipulate and trick individuals into disclosing
21 additional confidential or personal information through means such as spam phone
22 calls and text messages or phishing emails. Data breaches are often the starting point
23 for these additional targeted attacks on the victims.

24
25
26 ²¹ *Id.*; *What Is the Dark Web?*, Experian, available at <https://www.experian.com/blogs/ask-experian/what-is-the-dark-web/>.

27 ²² *What is the Dark Web?* – Microsoft 365, available at <https://www.microsoft.com/en-us/microsoft-365-life-hacks/privacy-and-safety/what-is-the-dark-web>.
28

114. Identity thieves can also use an individual's personal data and PII to obtain a driver's license or official identification card in the victim's name but with the thief's picture; use the victim's name and Social Security number to obtain government benefits; or file a fraudulent tax return using the victim's information. In addition, identity thieves may obtain a job using the victim's information, rent a house or receive medical services in the victim's name, and may even give the victim's personal information to police during an arrest resulting in an arrest warrant issued in the victim's name.²³

115. One such example of criminals piecing together bits and pieces of compromised PII for profit is the development of "Fullz" packages.²⁴

116. With "Fullz" packages, cyber-criminals can cross-reference two sources of PII to marry unregulated data available elsewhere to criminally stolen data with an astonishingly complete scope and degree of accuracy to assemble complete dossiers on individuals.

117. The development of "Fullz" packages means here that the stolen PII from the Data Breach can easily be used to link and identify it to Plaintiff's and Class Members' phone numbers, email addresses, and other unregulated sources and identifiers. In other words, even if certain information such as emails, phone

²³ *Identity Theft and Your Social Security Number*, Social Security Administration, 1 (2018), <https://www.ssa.gov/pubs/EN-05-10064.pdf>.

²⁴ "Fullz" is fraudster speak for data that includes the information of the victim, including, but not limited to, the name, address, credit card information, social security number, date of birth, and more. As a rule of thumb, the more information you have on a victim, the more money that can be made off those credentials. Fullz are usually pricier than standard credit card credentials, commanding up to \$100 per record (or more) on the dark web. Fullz can be cashed out (turning credentials into money) in various ways, including performing bank transactions over the phone with the required authentication details in-hand. Even "dead Fullz," which are Fullz credentials associated with credit cards that are no longer valid, can still be used for numerous purposes, including tax refund scams, ordering credit cards on behalf of the victim, or opening a "mule account" (an account that will accept a fraudulent money transfer from a compromised account) without the victim's knowledge. *See, e.g.,* Brian Krebs, *Medical Records for Sale in Underground Stolen from Texas Life Insurance Firm*, Krebs on Security (Sep. 18, 2014), <https://krebsonsecurity.com/2014/09/medical-records-for-sale-in-underground-stolen-from-texas-life-insurance-firm> (last visited Feb. 26, 2024).

1 numbers, or credit card numbers may not be included in the PII that was exfiltrated
 2 in the Data Breach, criminals may still easily create a Fullz package and sell it at a
 3 higher price to unscrupulous operators and criminals (such as illegal and scam
 4 telemarketers) over and over.

5 118. Thus, even if certain information (such as driver's license numbers) was
 6 not stolen in the data breach, criminals can still easily create a comprehensive
 7 “Fullz” package.

8 119. Then, this comprehensive dossier can be sold—and then resold in
 9 perpetuity—to crooked operators and other criminals (like illegal and scam
 10 telemarketers).

11 120. The development of “Fullz” packages means that stolen PII from the
 12 Data Breach can easily be used to link and identify it to Plaintiff’s and Class
 13 Members’ phone numbers, email addresses, and other unregulated sources and
 14 identifiers. That is exactly what is happening to Plaintiff and Class Members, and it
 15 is reasonable for any trier of fact, including this Court or a jury, to find that their
 16 stolen PII is being misused, and that such misuse is traceable to the Data Breach.

17 121. Victims of identity theft can suffer from both direct and indirect
 18 financial losses. According to a research study published by the Department of
 19 Justice:

A direct financial loss is the monetary amount the offender
 obtained from misusing the victim’s account or personal
 information, including the estimated value of goods,
 services, or cash obtained. It includes both out-of-pocket
 loss and any losses that were reimbursed to the victim. An
 indirect loss includes any other monetary cost caused by
 the identity theft, such as legal fees, bounced checks, and
 other miscellaneous expenses that are not reimbursed
 (e.g., postage, phone calls, or notary fees). All indirect
 losses are included in the calculation of out-of-pocket
 loss.^[25]

25 Erika Harrell, *Bureau of Just. Stat.*, U.S. DEP’T OF JUST., NCJ 256085, *Victims of Identity Theft*, 2018 I (2020) <https://bjs.ojp.gov/content/pub/pdf/vit18.pdf> (last accessed Jan. 23, 2024).

122. According to the FBI’s Internet Crime Complaint Center (IC3) 2019 Internet Crime Report, Internet-enabled crimes reached their highest number of complaints and dollar losses that year, resulting in more than \$3.5 billion in losses to individuals and business victims.²⁶

123. Further, according to the same report, “rapid reporting can help law enforcement stop fraudulent transactions before a victim loses the money for good.”²⁷ Yet, Defendant failed to rapidly report to Plaintiff and the Class that their PII was stolen.

124. Victims of identity theft also often suffer embarrassment, blackmail, or harassment in person or online, and/or experience financial losses resulting from fraudulently opened accounts or misuse of existing accounts.

125. In addition to out-of-pocket expenses that can exceed thousands of dollars and the emotional toll identity theft can take, some victims must spend a considerable time repairing the damage caused by the theft of their PII. Victims of new account identity theft will likely have to spend time correcting fraudulent information in their credit reports and continuously monitor their reports for future inaccuracies, close existing bank/credit accounts, open new ones, and dispute charges with creditors.

126. Further complicating the issues faced by victims of identity theft, data thieves may wait years before attempting to use the stolen PII. To protect themselves, Plaintiff and Class Members will need to remain vigilant for years or even decades to come.

Loss of Time to Mitigate the Risk of Identify Theft and Fraud

127. As a result of the recognized risk of identity theft, when a data breach occurs, and an individual is notified by a company that their PII was compromised, as in this Data Breach, the reasonable person is expected to take steps and spend

²⁶ See <https://www.fbi.gov/news/stories/2019-internet-crime-report-released-021120>.

²⁷ *Id.*

1 time to address the dangerous situation, learn about the breach, and otherwise
2 mitigate the risk of becoming a victim of identity theft or fraud. Failure to spend
3 time taking steps to review accounts or credit reports could expose the individual to
4 greater financial harm—yet the asset of time has been lost.

5 128. In the event that Plaintiff and Class Members experience actual identity
6 theft and fraud, the United States Government Accountability Office released a
7 report in 2007 regarding data breaches (“GAO Report”) in which it noted that
8 victims of identity theft will face “substantial costs and time to repair the damage to
9 their good name and credit record

10 129. Thus, due to the actual and imminent risk of identity theft, Plaintiff and
11 Class Members must monitor their financial accounts for many years to mitigate that
12 harm.

13 130. Plaintiff and Class Members have spent, and will spend additional time
14 in the future, on a variety of prudent actions, such as placing “freezes” and “alerts”
15 with credit reporting agencies, contacting financial institutions, closing or modifying
16 financial accounts, changing passwords, reviewing and monitoring credit reports and
17 accounts for unauthorized activity, and filing police reports, which may take years
18 to discover.

19 131. These efforts are consistent with the steps that FTC recommends that
20 data breach victims take several steps to protect their personal and financial
21 information after a data breach, including: contacting one of the credit bureaus to
22 place a fraud alert (consider an extended fraud alert that lasts for seven years if
23 someone steals their identity), reviewing their credit reports, contacting companies
24 to remove fraudulent charges from their accounts, placing a credit freeze on their
25 credit, and correcting their credit reports.²⁸

26
27 ²⁸ See Federal Trade Commission, *Identity Theft.gov*, <https://www.identitytheft.gov/Steps> (last
28 visited Feb. 26, 2024).

132. Once PII is exposed, there is virtually no way to ensure that the exposed information has been fully recovered or contained against future misuse. For this reason, Plaintiff and Class Members will need to maintain these heightened measures for years, and possibly their entire lives, as a result of Defendant's conduct that caused the Data Breach.

Diminished Value of PII

133. Personal data like PII is a valuable property right.²⁹ Its value is axiomatic, considering the value of Big Data in corporate America and the consequences of cyber thefts include heavy prison sentences. Even this obvious risk to reward analysis illustrates beyond doubt that PII has considerable market value.

134. An active and robust legitimate marketplace for personal information also exists. In 2019, the data brokering industry was worth roughly \$200 billion.³⁰ In fact, the data marketplace is so sophisticated that consumers can actually sell their non-public information directly to a data broker who in turn aggregates the information and provides it to marketers or app developers.^{31, 32} Consumers who agree to provide their web browsing history to the Nielsen Corporation can receive up to \$50 a year.³³

135. As a result of the Data Breach, Plaintiff's and Class Members' PII, which has an inherent market value in both legitimate and black markets, has been damaged and diminished in its value by its unauthorized and likely release onto the dark web, where holds significant value for the threat actors.

²⁹ See, e.g., John T. Soma, et al, Corporate Privacy Trend: The "Value" of Personally Identifiable Information ("PII") Equals the "Value" of Financial Assets, 15 Rich. J.L. & Tech. 11, at *3-4 (2009) ("PII, which companies obtain at little cost, has quantifiable value that is rapidly reaching a level comparable to the value of traditional financial assets.") (citations omitted).

³⁰ <https://www.latimes.com/business/story/2019-11-05/column-data-brokers>.

³¹ <https://datacoup.com/>.

³² <https://digi.me/what-is-digime/>.

³³ Nielsen Computer & Mobile Panel, Frequently Asked Questions, available at <https://computermobilepanel.nielsen.com/ui/US/en/faqen.html>.

136. However, this transfer of value occurred without any consideration paid to Plaintiff or Class Members for their property, resulting in an economic loss. Moreover, the PII is now readily available, and the rarity of the data has been lost, thereby causing additional loss of value.

Reasonable and Necessary Future Cost of Credit and Identify Theft Monitoring

137. To date, Defendant has done little to provide Plaintiff and Class Members with relief for the damages they have suffered due to the Data Breach.

138. Given the type of targeted attack in this case and sophisticated criminal activity, the type of information involved, and the *modus operandi* of cybercriminals, there is a strong probability that entire batches of stolen information have been placed, or will be placed, on the dark web for sale and purchase by criminals intending to utilize the PII for identity theft crimes—*e.g.*, opening bank accounts in the victims’ names to make purchases or to launder money; filing false tax returns; taking out loans or insurance; or filing false unemployment claims.

139. Such fraud may go undetected until debt collection calls commence months, or even years, later. An individual may not know that his or her information was used to file for unemployment benefits until law enforcement notifies the individual’s employer of the suspected fraud. Fraudulent tax returns are typically discovered only when an individual’s authentic tax return is rejected.

140. Furthermore, the information accessed and disseminated in the Data Breach is significantly more valuable than the loss of, for example, credit card information in a retailer data breach, where victims can easily cancel their cards and request a replacement.³⁴ The information disclosed in this Data Breach is impossible to “close” and difficult, if not impossible, to change (such as Social Security numbers).

³⁴ See Jesse Damiani, *Your Social Security Number Costs \$4 On The Dark Web, New Report Finds*, FORBES (Mar. 25, 2020), <https://www.forbes.com/sites/jessedamiani/2020/03/25/your-social-security-number-costs-4-on-the-dark-web-new-report-finds/?sh=6a44b6d513f1>.

141. Consequently, Plaintiff and Class Members are at a present and ongoing risk of fraud and identity theft for many years into the future.

142. The retail cost of credit monitoring and identity theft monitoring can cost \$200 or more a year per Class Member. This is a reasonable and necessary cost to protect Class Members from the risk of identity theft that arose from Defendant's Data Breach. This is a future cost for a minimum of five years that Plaintiff and Class Members would not need to bear but for Defendant's failure to safeguard their PII.

Loss of Benefit of the Bargain

143. Furthermore, Defendant's poor data security deprived Plaintiff and Class Members of the benefit of their bargain.

144. When agreeing to provide their PII, which was a condition precedent to obtain services from Defendant, Plaintiff and Class Members, as customers and consumers, understood and expected that they were, in part, paying for services and data security to protect the PII they were required to provide.

145. In fact, Defendant did not provide the expected data security. Accordingly, Plaintiff and Class Members received services of a lesser value than what they reasonably expected to receive under the bargains struck with Defendant.

CLASS ACTION ALLEGATIONS

146. Plaintiff brings this action on behalf of himself and all other similarly situated persons pursuant to Federal Rule of Civil Procedure 23(a), 23(b)(2), and 23(b)(3).

147. Plaintiff seeks to represent the following Class:

Nationwide Class: All individuals in the United States whose PII may have been compromised in the Data Breach, including all individuals who received a Notice Letter.

California Subclass: All individuals in California whose PII may have been compromised in the Data Breach, including all individuals who received a Notice Letter.

1 148. The Nationwide Class and the California Subclass will be collectively
2 referred to as the “Class”.

3 149. Excluded from the Class are Defendant’s officers and directors, and any
4 entity in which Defendant has a controlling interest; and the affiliates, legal
5 representatives, attorneys, successors, heirs, and assigns of Defendant. Excluded
6 also from the Class are members of the judiciary to whom this case is assigned, their
7 families, and members of their staff.

8 150. Numerosity. The Class members are so numerous that joinder of all
9 of them is impracticable. While the precise number of Class Members at issue has
10 not been determined, Plaintiff believes the Data Breach affects at least thousands of
11 individuals.

12 151. Commonality. There are questions of law and fact common to the Class,
13 which predominate over any questions affecting only individual Class members.
14 These common questions of law and fact include, without limitation:

- 15 a. Whether Defendant unlawfully used, maintained, lost, or disclosed
16 Plaintiff’s and Class Members’ PII;
 - 17 b. Whether Defendant failed to implement and maintain reasonable
18 security procedures and practices appropriate to the nature and scope of
19 the information compromised in the Data Breach;
 - 20 c. Whether Defendant’s data security systems prior to and during the Data
21 Breach complied with applicable data security laws and regulations;
 - 22 d. Whether Defendant’s data security systems prior to and during the Data
23 Breach were consistent with industry standards;
 - 24 e. Whether Defendant owed a duty to Class Members to safeguard their
25 PII;
 - 26 f. Whether Defendant breached its duty to Class Members to safeguard
27 their PII;
- 28

- g. Whether unauthorized hackers obtained Class Members' PII in the Data Breach;
- h. Whether Defendant knew or should have known its data security systems and monitoring processes were deficient;
- i. Whether Defendant's conduct was negligent;
- j. Whether Defendant's conduct was in violation of the FTC Act and/or GLBA such that Defendant was negligent per se;
- k. Whether Defendant's acts breached an implied contract formed with Plaintiff and the Class Members;
- l. Whether Defendant violated the CCPA;
- m. Whether Defendant failed to provide notice of the Data Breach in a timely manner; and
- n. Whether Plaintiff and Class Members are entitled to damages, civil penalties, punitive damages, and/or injunctive relief.

152. Typicality. Plaintiff's claims are typical of those of other Class Members because Plaintiff's PII, like that of every other Class Member, was compromised in the Data Breach.

153. Adequacy of Representation. Plaintiff will fairly and adequately represent and protect the interests of the Class Members. Plaintiff's Counsel are competent and experienced in litigating class actions, including data privacy litigation of this kind.

154. Predominance. Defendant has engaged in a common course of conduct toward Plaintiff and Class Members, in that all the Plaintiff's and Class Members' data was stored on the same computer systems and unlawfully accessed in the same way. The common issues arising from Defendant's conduct affecting Class Members set out above predominate over any individualized issues.

1 Adjudication of these common issues in a single action has important and desirable
2 advantages of judicial economy.

3 155. Superiority. A class action is superior to other available methods for
4 the fair and efficient adjudication of the controversy. Class treatment of common
5 questions of law and fact is superior to multiple individual actions or piecemeal
6 litigation. Absent a class action, most Class Members would likely find that the cost
7 of litigating their individual claims is prohibitively high and would therefore have no
8 effective remedy. The prosecution of separate actions by individual Class Members
9 would create a risk of inconsistent or varying adjudications with respect to individual
10 Class Members, which would establish incompatible standards of conduct for
11 Defendant. In contrast, the conduct of this action as a class action presents far fewer
12 management difficulties, conserves judicial resources and the parties' resources, and
13 protects the rights of each Class Member.

14 156. Class certification is also appropriate because Defendant has acted or
15 refused to act on grounds that apply generally to the Class as a whole, so that class
16 certification, final injunctive relief, and corresponding declaratory relief are
17 appropriate on a class-wide basis.

18 157. Finally, all members of the proposed Class are readily ascertainable.
19 Defendant has access to Class Members' names and addresses affected by the Data
20 Breach. At least some Class Members have already been preliminarily identified and
21 sent notice of the Data Breach by Defendant.

22 CAUSES OF ACTION

23 24 **COUNT I**

25 **NEGLIGENCE/NEGLIGENCE *PER SE***

26 **(On Behalf of Plaintiff and the Class)**

1 158. Plaintiff re-alleges and incorporates by reference paragraphs 1 through
2 157 above as if fully set forth herein.

3 159. Defendant required Plaintiff and Class Members to submit sensitive,
4 confidential PII to Defendant as a condition of receiving financial services from
5 Defendant.

6 160. Plaintiff and Class Members provided their PII to Defendant, including
7 their names, Social Security numbers, and other sensitive data.

8 161. Defendant had full knowledge of the sensitivity of the PII to which it
9 was entrusted, and the types of harm that Plaintiff and Class Members could and
10 would suffer if the PII was wrongfully disclosed to unauthorized persons.

11 162. Defendant owed a duty to Plaintiff and each Class Member to exercise
12 reasonable care in holding, safeguarding, and protecting the PII it collected from
13 them.

14 163. Plaintiff and Class Members were the foreseeable victims of any
15 inadequate data safety and security practices by Defendant.

16 164. Plaintiff and Class Members had no ability to protect their PII in
17 Defendant's possession.

18 165. By collecting, transmitting, and storing Plaintiff's and Class Members'
19 PII Defendant owed Plaintiff and Class Members a duty of care to use reasonable
20 means to secure and safeguard their PII, to prevent the information's unauthorized
21 disclosure, and to safeguard it from theft or exfiltration to cybercriminals.
22 Defendant's duty included the responsibility to implement processes by which it
23 could detect and identify malicious activity or unauthorized access on its networks
24 or servers.

25 166. Defendant owed a duty of care to Plaintiff and the Class Members to
26 provide data security consistent with industry standards and other requirements
27 discussed herein, and to ensure that controls for its networks, servers, and systems,
28

1 and the personnel responsible for them, adequately protected Plaintiff's and Class
2 Members' PII.

3 167. Defendant's duty to use reasonable security measures arose because of
4 the special relationship that existed between it and its customers, which is recognized
5 by laws and regulations including but not limited to the FTC Act, the GLBA, and
6 the common law. Defendant was able to ensure its network servers and systems were
7 sufficiently protected against the foreseeable harm a data breach would cause
8 Plaintiff and Class Members, yet it failed to do so.

9 168. In addition, Defendant had a duty to employ reasonable security
10 measures under Section 5 of the FTC Act, 15 U.S.C. § 45, which prohibits "unfair .
11 . . practices in or affecting commerce," including, as interpreted and enforced by the
12 FTC, the unfair practice of failing to use reasonable measures to protect confidential
13 data.

14 169. Pursuant to the FTC Act, Defendant had a duty to provide fair and
15 adequate computer systems and data security practices to safeguard Plaintiff's and
16 Class Members' PII.

17 170. Defendant breached its duties to Plaintiff and Class Members under the
18 FTC Act by failing to provide fair, reasonable, or adequate computer systems and
19 data security practices and procedures to safeguard Plaintiff's and Class Members'
20 PII, and by failing to ensure the PII in its systems was encrypted and timely deleted
21 when no longer needed.

22 171. Plaintiff's and Class Members' injuries resulting from the Data Breach
23 were directly and indirectly caused by Defendant's violations of the FTC Act.

24 172. Plaintiff and Class Members are within the class of persons the FTC
25 Act is intended to protect.

26 173. The type of harm that resulted from the Data Breach was the type of
27 harm the FTC Act is intended to guard against.
28

1 174. Defendant's failure to comply with the FTC Act constitutes negligence
2 *per se*.

3 175. The GLBA Safeguards Rule, as outlined *supra*, likewise establishes the
4 standard of care that Defendant was obligated to follow, and is designed to safeguard
5 financial services consumers from the type of harm inherent in data breaches and
6 that was suffered here. Thus, Defendants' violation of the Safeguards Rule, as
7 alleged above, constitutes negligence *per se*.

8 176. Defendant's duty to use reasonable care in protecting Plaintiff's and
9 Class Members' confidential PII in its possession arose not only because of the
10 statutes and regulations described above, but also because Defendant is bound by
11 industry standards to reasonably protect such PII.

12 177. Defendant breached its duties of care, and was grossly negligent, by
13 acts of omission or commission, including by failing to use reasonable measures or
14 even minimally reasonable measures to protect the Plaintiff's and Class Members'
15 PII from unauthorized disclosure in this Data Breach.

16 178. The specific negligent acts and omissions committed by Defendant
17 include, but are not limited to, the following:

- 18 o. Failing to adopt, implement, and maintain adequate security measures
19 to safeguard Plaintiff's and Class Members' PII;
 - 20 p. Maintaining and/or transmitting Plaintiff's and Class Members' PII in
21 unencrypted and identifiable form;
 - 22 q. Failing to implement data security measures, like adequate, phishing-
23 resistant MFA for as many systems as possible, to safeguard against
24 known techniques for initial unauthorized access to network servers
25 and systems;
 - 26 r. Failing to adequately train employees on proper cybersecurity
27 protocols;
- 28

- s. Failing to adequately monitor the security of its networks and systems;
- t. Failure to periodically ensure its network system had plans in place to maintain reasonable data security safeguards;
- u. Allowing unauthorized access to Plaintiff's and Class Members' PII; and
- v. Failing to adequately notify Plaintiff and Class Members about the Data Breach so they could take appropriate steps to mitigate damages.

179. But for Defendant's wrongful and negligent breaches of its duties owed to Plaintiff and Class Members, their PII would not have been compromised because the malicious activity would have been prevented, or at least, identified and stopped before criminal hackers had a chance to inventory Defendant's digital assets, stage them, and then exfiltrate them.

180. It was foreseeable that Defendant's failure to use reasonable measures to protect Plaintiff's and Class Members' PII would injure Plaintiff and Class Members. Further, the breach of security was reasonably foreseeable given the known high frequency of cyberattacks and data breaches in Defendant's industry.

181. It was therefore foreseeable that the failure to adequately safeguard Plaintiff's and Class Members' PII would cause them one or more types of injuries.

182. As a direct and proximate result of Defendant's negligence, Plaintiff and Class Members have suffered and will suffer injuries, including but not limited to (a) invasion of privacy; (b) lost or diminished value of their PII; (c) actual identity theft, or the imminent and substantial risk of identity theft or fraud; (d) out-of-pocket and lost opportunity costs associated with attempting to mitigate the actual consequences of the Data Breach, including but not limited to lost time; (e) loss of benefit of the bargain; (f) anxiety and emotional harm due to their PII's disclosure to cybercriminals; and (g) the continued and certainly increased risk to their PII, which remains in Defendant's possession and is subject to further unauthorized

1 disclosures so long as Defendant fails to undertake appropriate and adequate
2 measures to protect it.

3 183. Plaintiff and Class Members are entitled to damages, including
4 compensatory, consequential, punitive, and nominal damages, as proven at trial.

5 184. Plaintiff and Class Members are also entitled to injunctive relief
6 requiring Defendant to (a) strengthen its data security systems and monitoring
7 procedures; (b) submit to future annual audits of those systems and monitoring
8 procedures; and (c) provide adequate and lifetime credit monitoring to Plaintiff and
9 all Class Members.

10 **COUNT II**

11 **BREACH OF IMPLIED CONTRACT**

12 **(On Behalf of Plaintiff and the Class)**

13 185. Plaintiff re-alleges and incorporates by reference paragraphs 1 through
14 157 above as if fully set forth herein.

15 186. Defendant required Plaintiff and Class Members to provide and entrust
16 their PII to Defendant as a condition of and in exchange for receiving services from
17 Defendant.

18 187. When Plaintiff and Class Members provided their PII to Defendant,
19 they entered into implied contracts with Defendant pursuant to which Defendant
20 agreed to safeguard and protect such PII and to timely and accurately notify Plaintiff
21 and Class Members if and when their PII was breached and compromised.

22 188. Specifically, Plaintiff and Class Members entered into valid and
23 enforceable implied contracts with Defendant when they agreed to provide their PII
24 to Defendant, and Defendant agreed to reasonably protect it.

25 189. The implied contracts that Plaintiff and Class Members entered into
26 with Defendant included Defendant's promises to protect PII it collected from
27 Plaintiff and Class Members, or created on its own, from unauthorized disclosures,
28

1 including those contained in Defendant's Privacy Notice, set forth *supra*, and
2 manifested through Defendant's conduct in the mandatory collection of PII.

3 190. Plaintiff and Class Members provided their PII to Defendant in reliance
4 on its promises.

5 191. Under the implied contracts, Defendant promised and was obligated to
6 (a) provide services to Plaintiff and Class Members; and (b) protect Plaintiff's and
7 Class Members' PII provided to obtain such services and/or created in connection
8 therewith. In exchange, Plaintiff and Class Members agreed to provide Defendant
9 with their PII.

10 192. Defendant promised and warranted to Plaintiff and Class Members to
11 maintain the privacy and confidentiality of the PII it collected from them, and to
12 keep such information safeguarded against unauthorized access and disclosure.

13 193. Defendant's adequate protection of Plaintiff's and Class Members' PII
14 was a material aspect of these implied contracts with Defendant.

15 194. Defendant solicited and invited Plaintiff and Class Members to provide
16 their PII as part of Defendant's regular business practices. Plaintiff and Class
17 Members accepted Defendant's offers and provided their PII to Defendant.

18 195. In entering into such implied contracts, Plaintiff and Class Members
19 reasonably believed and expected that Defendant's data security practices complied
20 with industry standards and relevant laws and regulations, including the FTC Act,
21 the GLBA, and industry standards.

22 196. Plaintiff and Class Members, who contracted with Defendant for
23 services including reasonable data protection and provided their PII to Defendant,
24 reasonably believed and expected that Defendant would adequately employ
25 adequate data security to protect that PII.

1 197. A meeting of the minds occurred when Plaintiff and Class Members
2 agreed to, and did, provide their PII to Defendant and agreed Defendant would
3 receive payment for, amongst other things, the protection of their PII.

4 198. Plaintiff and Class Members performed their obligations under the
5 contracts when they provided their PII and/or payment to Defendant.

6 199. Defendant materially breached its contractual obligations to protect the
7 PII it required Plaintiff and Class Members to provide when that PII was
8 unauthorizedly disclosed in the Data Breach due to Defendant's inadequate data
9 security measures and procedures.

10 200. Defendant materially breached its contractual obligations to deal in
11 good faith with Plaintiff and Class Members when it failed to take adequate
12 precautions to prevent the Data Breach and failed to promptly notify Plaintiff and
13 Class Members of the Data Breach.

14 201. Defendant materially breached the terms of its implied contracts,
15 including but not limited to by failing to comply with industry standards or the
16 standards of conduct embodied in statutes or regulations like Section 5 of the FTC
17 Act and the GLBA, and by failing to otherwise protect Plaintiff's and Class
18 Members' PII, as set forth *supra*.

19 202. The Data Breach was a reasonably foreseeable consequence of
20 Defendant's breaches of these implied contracts with Plaintiff and Class Members.

21 203. Due to Defendant's failures to fulfill the data protections promised in
22 these contracts, Plaintiff and Class Members did not receive the full benefit of their
23 bargains with Defendant, and instead received services of a diminished value
24 compared to that described in the implied contracts. Plaintiff and Class Members
25 were therefore damaged in an amount at least equal to the difference in the value of
26 the services with data security protection they paid and provided their PII for, and
27 that which they received.
28

1 and depended on to operate its business. In exchange, Plaintiff and Class Members
2 should have had their PII protected with adequate data security.

3 212. Defendant knew Plaintiff and Class Members conferred a benefit upon
4 it, and accepted that benefit by retaining the PII and using it to generate revenue.

5 213. Defendant failed to secure Plaintiff's and Class Members' PII and,
6 therefore, did not fully compensate Plaintiff or Class Members for the value that
7 their PII provided Defendant.

8 214. Defendant acquired the PII through inequitable record retention as it
9 failed to investigate and/or disclose the inadequate data security practices previously
10 alleged.

11 215. Defendant enriched itself by saving the costs it reasonably should have
12 expended on data security measures to secure Plaintiff's and Class Members'
13 Personal Information. Instead of providing a reasonable level of security that would
14 have prevented the hacking incident, Defendant calculated to increase its own profits
15 at the expense of Plaintiff and Class Members by utilizing cheaper, ineffective
16 security measures and diverting those funds to its own pocket. Plaintiff and Class
17 Members, on the other hand, suffered as a direct and proximate result of Defendant's
18 decision to prioritize its own financial condition over the requisite security and the
19 safety of customers' PII.

20 216. Under the circumstances, it would be unjust for Defendant to retain the
21 benefits that Plaintiff and Class Members conferred upon it.

22 217. As a direct and proximate result of Defendant's conduct, Plaintiff and
23 Class Members have suffered and will suffer injuries and damages as set forth
24 herein.

25 218. Plaintiff and Class Members are entitled to full refunds, restitution,
26 and/or damages from Defendant and/or an order proportionally disgorging all
27 profits, benefits, and other compensation obtained by Defendant from its wrongful
28

1 conduct. This can be accomplished by establishing a constructive trust from which
2 the Plaintiff and Class Members may seek restitution or compensation.

3
4 **COUNT IV**

5 **CCPA VIOLATIONS**

6 **Cal. Civ. Code § 1798.100, et seq.**

7 **(On Behalf of Plaintiff and the California Subclass)**

8 219. Plaintiff re-alleges and incorporates by reference paragraphs 1–157
9 above, as if fully set forth herein.

10 220. The CCPA was enacted to protect consumers’ sensitive information
11 from collection and use by businesses without appropriate notice and consent.

12 221. The CCPA imposes a duty on entities doing business in the State of
13 California to implement and maintain reasonably security procedures and practices
14 as appropriate given the nature of the sensitive information.

15 222. Defendant collected Plaintiff’s and Class Members’ PII for the purpose
16 of providing financial services to California consumers.

17 223. Through the conduct complained of herein, Defendant violated the
18 CCPA by subjecting Plaintiff’s and California Class Members’ PII to unauthorized
19 access and exfiltration, theft, or disclosure as a result of Defendant’s violation of its
20 duties to implement and maintain reasonable security procedures and practices
21 appropriate to the nature and protection of that information. Cal. Civ. Code §
22 1798.150(a).

23 224. Pursuant to California Civil Code § 1798.150(b), Plaintiff mailed a
24 CCPA notice letter to Defendant’s registered service agents, detailing the specific
25 provisions of the CCPA that Defendant has violated and continues to violate. If
26 Defendant cannot cure within 30 days—and Plaintiff believes such cure is not
27

possible under these facts and circumstances—then Plaintiff intends to promptly amend this Complaint to seek statutory damages as permitted by the CCPA.

225. As described herein, an actual controversy has arisen and now exists as to whether Defendant implemented and maintained reasonable security procedures and practices appropriate to the nature of the information so as to protect the personal information under the CCPA.

226. A judicial determination of this issue is necessary and appropriate at this time under the circumstances to prevent further data breaches by Defendant.

PRAYER FOR RELIEF

WHEREFORE, Plaintiff Christopher McPhee, individually and on behalf of all others similarly situated, prays for judgment as follows:

A. An Order certifying this case as a class action on behalf of Plaintiff and the proposed Class, appointing Plaintiff as class representative, and appointing his counsel to represent the Class;

B. Awarding Plaintiff and the Class damages that include applicable compensatory, actual, exemplary, and punitive damages, as allowed by law;

C. Awarding restitution and damages to Plaintiff and the Class in an amount to be determined at trial;

D. Awarding declaratory and other equitable relief as is necessary to protect the interests of Plaintiff and the Class;

E. Awarding injunctive relief as is necessary to protect the interests of Plaintiff and the Class;

F. Awarding attorneys' fees and costs, as allowed by law,

G. Awarding pre- and post-judgment interest, as provided by law;

H. Granting Plaintiff and the Class leave to amend this complaint to conform to the evidence produced at trial; and,

I. Any and all such relief to which Plaintiff and the Class are entitled.

DEMAND FOR JURY TRIAL

Plaintiff demands a trial by jury on all issues to triable.

Dated: September 18, 2025

Respectfully submitted,

By: /s/ Scott Edelsberg

Scott Edelsberg (SBN 330990)

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