On August 22, 2025, AppFolio, Inc. ("AppFolio"), was made aware of a security incident affecting Salesloft, a provider of sales enablement software, and one of AppFolio's vendors. This incident, which reportedly impacted hundreds of organizations, allowed unauthorized access to records in AppFolio's CRM system between August 8 to August 18, 2025. Upon learning of the security incident, AppFolio promptly disabled all Salesloft integrations and launched an investigation. The investigation confirmed that the unauthorized access involved requests to retrieve data from the CRM system. AppFolio then worked to determine what requests were made by the unauthorized actor and what data was returned in response to the requests. The investigation confirmed that the unauthorized access involved requests to retrieve data from AppFolio's hosted CRM system from a specific location that contained personal information; however, the investigation was not able to identify the specific records or information returned. On September 18, 2025, the investigation determined the records accessed by the unauthorized actor may have contained the names and Social Security numbers of 148 Maine residents.

On October 6, 2025, AppFolio began mailing notification letters via United States Postal Service First-Class mail to the Maine residents whose information may have been involved, in accordance with Me. Rev. Stat. Tit. 10, §1348. A sample copy of the notification letter is enclosed. AppFolio is offering all notified individuals one year of complimentary credit monitoring and identity protection services. AppFolio has also established a dedicated, toll-free call center to answer questions that individuals may have.

To prevent a similar incident in the future, AppFolio has been in close contact with Salesloft to understand the steps it has taken to address this incident and prevent future occurrences.