



MULLEN  
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March 25, 2026

**VIA E-MAIL**

Office of the New Hampshire Attorney General  
Consumer Protection & Antitrust Bureau  
33 Capitol Street  
Concord, NH 03301  
E-mail: [DOJ-CPB@doj.nh.gov](mailto:DOJ-CPB@doj.nh.gov)

**Re: Notice of Data Event**

To Whom It May Concern:

We represent Cetera Financial Group (“CFG”) located at 655 W. Broadway, 11th Floor, San Diego, CA 92101, and are writing to notify your office of an incident that may involve the security of personal information relating to one hundred ten (110) New Hampshire residents (the “Event”). The investigation into the Event is ongoing, and this notice will be supplemented with any new significant facts learned subsequent to its submission. By providing this notice, CFG does not waive any rights or defenses regarding the applicability of New Hampshire law, the applicability of the New Hampshire data event notification statute, or personal jurisdiction.

**Nature of the Data Event**

CFG became aware of suspicious activity involving a single employee email account and immediately began an investigation. The investigation determined that an unauthorized person gained access to the email account between July 7, 2025, and August 21, 2025. CFG then took steps to identify any impacted data. On or around January 30, 2026, the ongoing review determined that certain personal information may have been involved. CFG is providing notice to potentially impacted individuals as information becomes available.

**Notice to New Hampshire Residents**

On or about March 25, 2026, CFG began providing written notice of the Event to one hundred ten (110) New Hampshire residents. Although the personal information varied by individual, it included name, Social Security number, driver’s license number and financial account

information. Written notice is being provided in substantially the same form as the letter attached here as *Exhibit A*.

### **Other Steps Taken and To Be Taken**

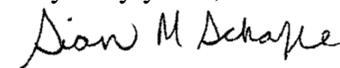
Upon becoming aware of the suspicious activity, CFG took steps to secure their systems, assess the security of CFG systems, and investigate the activity to determine what happened. CFG took steps to identify potentially impacted information for purposes of providing notice. As part of CFG's ongoing commitment to the privacy of information in its care, CFG notified federal law enforcement regarding the Event and is reviewing and enhancing its existing policies and procedures relating to data and cyber security, as appropriate. CFG is also providing notice of the Event to relevant regulators and to the three major credit reporting agencies.

CFG is providing access to complimentary credit monitoring services for 12 or 24 months, through IDX, to potentially impacted individuals consistent with relevant law. Additionally notice to these individuals provides guidance on how to better protect against identity theft and fraud, including advising individuals to report any suspected incidents of identity theft or fraud to their credit card company, bank, and/or other applicable institutions. CFG is providing individuals with information on how to place a fraud alert and security freeze on one's credit file, the contact details for the national consumer reporting agencies, information on how to obtain a free credit report, a reminder to remain vigilant for incidents of fraud and identity theft by reviewing account statements and monitoring free credit reports, and encouragement to contact the Federal Trade Commission, their state Attorney General, and law enforcement to report attempted or actual identity theft and fraud.

### **Contact Information**

Should you have any questions regarding this notification or other aspects of the Event, please contact us at (267) 930-4799.

Very truly yours,



Sian M. Schafle of  
MULLEN COUGHLIN LLC

SMS/dtg  
Enclosure