# IN THE UNITED STATES DISTRICT COURT FOR THE NORTHERN DISTRICT OF GEORGIA ATLANTA DIVISION

JENNIFER KILKUS, on behalf of herself and all others similarly situated,

Plaintiff,

v.

THE CORPORATION OF MERCER UNIVERSITY,

Case No.

**Complaint – Class Action** 

**Demand for Jury Trial Enclosed** 

Defendant.

# INTRODUCTION

1. This case arises from a data breach. *See* Notice of Data Breach (Exhibit 1). Defendant The Corporation of Mercer University is a sophisticated institution with an endowment of more than \$452 million.<sup>1</sup> It collects and stores vast amounts of highly sensitive data about its students and employees—including personally identifiable information (PII) such as names, social security numbers, and driver's license numbers. Mercer's students and employees have no choice but to trust Mercer to keep their data secure.

2. An unauthorized third-party successfully hacked Mercer's systems and absconded with the PII of 93,512 victims. Criminals can now sell

<sup>&</sup>lt;sup>1</sup> Facts and Figures, MERCER UNIVERSITY (accessed June 1, 2023), <u>https://www.mercer.edu/about-mercer/facts-and-figures/</u>.

the victims' data on the black market for the purpose of stealing their identities. None of this would have occurred if Mercer had implemented reasonable data security measures.

3. Plaintiff Dr. Jennifer Kilkus is a victim of the data breach. She brings this action on behalf of herself and all others similarly situated, seeking damages for the injuries that Mercer's negligence has caused, as well as injunctive relief to ensure that the data that Mercer continues to store will be protected by reasonable data security practices going forward.

#### PARTIES

4. Plaintiff Jennifer Kilkus, PhD, ABPP is an Assistant Clinical Professor at the Yale School of Medicine who resides in Connecticut. Dr. Kilkus taught a course at Mercer University in 2016 and 2018.

5. Defendant The Corporation of Mercer University is a corporation with its principal place of business located in Georgia.

6. On information and belief, Mercer made the decisions giving rise to the data breach from its Georgia headquarters—including decisions regarding its data security policy and procedures, as well as its response to the data breach.

### JURISDICTION AND VENUE

7. The Court has personal jurisdiction over Mercer because Mercer's principal place of business is located in Georgia.

8. This Court has subject-matter jurisdiction under 28 U.S.C. § 1332(d)(2) because: at least one member of the proposed Class, including Dr.

- 2 -

Kilkus, is a citizen of a state different from that of Mercer; the amount in controversy exceeds \$5,000,000, exclusive of interest and costs; the proposed Class consists of more than 100 class members; and none of the exceptions under that subsection apply to this action.

9. Venue is proper because a substantial part of the events and omissions giving rise to the claims occurred in the Northern District of Georgia, including from Mercer's Atlanta campus.

# FACTUAL ALLEGATIONS

# A. Mercer allowed Dr. Kilkus's data to be stolen.

10. Earlier this year, criminals hacked Mercer's computer systems. The criminals accessed files on Mercer's systems between February 12, 2023 and February 24, 2023.

11. The criminals accessed files that contained PII of Dr. Kilkus and the Class. This PII included the victims' names, social security numbers, and/or driver's license numbers.

12. Mercer discovered the hack on April 5, 2023. However, Mercer did not learn that PII was exposed in the data breach until April 30, 2023. If Mercer had exercised reasonable diligence in its investigation, it would have learned far sooner that PII had been exposed.

13. Mercer did not begin notifying victims of the data breach until approximately May 19, 2023—a delay of about three months. This delay was unreasonable under the circumstances and prevented Dr. Kilkus and the Class from taking action sooner to protect themselves from identity theft, thus increasing their already substantial risk of harm.

14. Mercer offered victims of the data breach with one year of "identity theft protection services." Exhibit 1. These services include monitoring for fraud, identity restoration, and up to \$1 million of identity theft insurance. Therefore, Mercer itself understands that: (1) class members are at an imminent and substantial risk of identity theft; (2) the risk of identity theft is ongoing and will continue for multiple years; and (3) identity theft can cause at least \$1 million in damages.

15. However, the identity theft monitoring services that Mercer offered are inadequate. They are available only for two years, despite that the risk of identity theft often persists for far longer. And the overall benefits do not adequately address the severity of the risk of harm faced by Plaintiff and the Class.

16. Mercer also provided class members with instructions on reviewing their accounts for signs of fraud or identity theft, placing fraud alerts on their credit reports, and reporting identity theft to the police or FTC. This further demonstrates Mercer's knowledge of the substantial risk of identity theft faced by class members.

- 4 -

# B. The data breach was highly foreseeable, yet Mercer failed to take reasonable precautions.

17. Given the type of data that Mercer collected and stored, it was highly foreseeable that bad actors would attempt to access it without permission.

18. "[H]ackers are likely to be drawn to databases containing information which has a high value on secondary black markets," such as "identifying and financial data." Mark Verstraete & Tal Zarsky, *Optimizing Breach Notification*, 2021 U. ILL. L. REV. 803, 854–55 (2021). Consequently, "relevant and rational firms should engage in greater security investment and reduced collection—all steps to limit the prospects of a potential breach and subsequent notification." *Id.* at 855.

19. Social Security numbers are particularly attractive targets for hackers because they can easily be used to perpetrate identity theft and other highly profitable types of fraud. Moreover, Social Security numbers are difficult to replace, as victims are unable to obtain a new number until the damage is done.

20. Because Mercer collected and stored identifying and financial information that is very valuable to criminals, it was highly foreseeable that a bad actor would attempt to access that data without permission.

21. Mercer frequently collects and stores personally identifying and financial information. Therefore, the burden (if any) of implementing reasonable data security practices is minimal in comparison to the substantial and highly foreseeable risk of harm.

- 5 -

22. Moreover, Mercer is well aware that its role as a university makes it an attractive target for hackers. The letter that Mercer sent to victims of the data breach even acknowledges that "hundreds of higher educational institutions" have been targeted by hackers. Exhibit 1. Despite its knowledge of the highly foreseeable risk that it, too, would be targeted by hackers, Mercer failed to exercise reasonable care.

23. On information and belief, Mercer failed to adequately train its employees on even the basic cybersecurity protocols, including:

- a. Effective password management and encryption protocols, including, but not limited to, the use of multi-factor authentication for all users;
- b. Locking, encrypting and limiting access to computers and files containing sensitive information;
- c. Implementing guidelines for maintaining and communicating sensitive data;
- d. Protecting sensitive employee information, including personal and financial information, by implementing protocols on how to request and respond to requests for the transfer of such information and how to securely send such information through a secure file transfer system to only known recipients; and
- e. Providing focused cybersecurity awareness training programs for employees.

24. In addition, the FTC has noted the need to factor data security

into all business decision-making. Start With Security, A Guide for Business,

FTC (accessed June 9, 2022), https://bit.ly/3mHCGYz. According to the

FTC, data security requires: (1) encrypting information stored on computer

networks; (2) retaining payment card information only as long as necessary;

(3) properly disposing of personal information that is no longer needed; (4)

limiting administrative access to business systems; (5) using industry-tested and accepted methods for securing data; (6) monitoring activity on networks to uncover unapproved activity; (7) verifying that privacy and security features function properly; (8) testing for common vulnerabilities; and (9) updating and patching third-party software. *Id*.

25.To that end, the FTC has issued orders against businesses that failed to employ reasonable measures to secure sensitive payment card data. See In the matter of Lookout Services, Inc., No. C-4326, ¶ 7 (June 15, 2011) ("[Defendant] allowed users to bypass authentication procedures" and "failed to employ sufficient measures to detect and prevent unauthorized access to computer networks, such as employing an intrusion detection system and monitoring system logs."); In the matter of DSW, Inc., No. C-4157, ¶ 7 (Mar. 7, 2006) ("[Defendant] failed to employ sufficient measures to detect unauthorized access."); In the matter of The TJX Cos., Inc., No. C-4227 (Jul. 29, 2008) ("[R]espondent stored . . . personal information obtained to verify checks and process unreceipted returns in clear text on its in-store and corporate networks[,]" "did not require network administrators . . . to use different passwords to access different programs, computers, and networks[,]" and "failed to employ sufficient measures to detect and prevent unauthorized access to computer networks . . . "); In the matter of Dave & Buster's Inc., No. C-4291 (May 20, 2010) ("[Defendant] failed to monitor and filter outbound traffic from its networks to identify and block export of sensitive personal information without authorization" and "failed to use readily available

security measures to limit access between instore networks . . ."). These orders, which all preceded the data breach, further clarify the measures businesses must take to meet their data security obligations.

26. On information and belief, Defendant's use of outdated and insecure computer systems and software that are easy to hack, and their failure to maintain adequate security measures and an up-to-date technology security strategy, demonstrates a willful and conscious disregard for privacy, and has exposed the PII of Plaintiff and tens of thousands of members of the proposed Class to unscrupulous operators, con artists, and outright criminals.

27. Defendant violated its obligation to implement best practices and comply with industry standards concerning computer system security, which allowed class members' data to be accessed and stolen by criminals.

# C. Dr. Kilkus's information was exposed in the data breach, which caused her to suffer concrete injuries.

28. Plaintiff Dr. Jennifer Kilkus is a former Mercer employee. She entrusted Mercer with her personally identifying and financial information as a condition of her employment.

29. Dr. Kilkus received a data breach notification informing her that her PII had been accessed in the data breach, including her name, social security number, and/or driver's license number.

30. Dr. Kilkus typically takes measures to protect her PII and is very careful about sharing her PII. Plaintiff has never knowingly transmitted unencrypted PII over the internet or other unsecured source.

31. As a result of the data breach, Dr. Kilkus suffered a severe privacy injury. Dr. Kilkus, like any reasonable person, strongly prefers to keep her PII private. She shares her PII only insofar as necessary—and only to specific people or entities, for limited purposes, on the understanding that the recipient will take reasonable steps to keep her PII secure. Now that criminals have obtained access to Dr. Kilkus's PII, any person can now purchase highly sensitive information about Dr. Kilkus on the black market. Dr. Kilkus has thus lost control of highly sensitive information concerning her person. Mercer's negligence thus caused Dr. Kilkus and the Class to suffer a legally cognizable privacy injury.

32. Plaintiff also suffered a loss of time, as she has spent and continues to spend a considerable amount of time on issues related to this Data Breach, including by monitoring her accounts, obtaining credit monitoring, and apprising herself of the situation. This is time that was lost and unproductive and took away from other activities and duties.

33. Plaintiff also suffered actual injury in the form of damages to and diminution in the value of her PII—a form of intangible property that she entrusted to Defendant—which was compromised in and as a result of the data breach.

34. Plaintiff suffered lost time, annoyance, interference, and inconvenience as a result of the data breach and has anxiety and increased concerns for the loss of her privacy.

- 9 -

35. Plaintiff has suffered imminent and impending injury arising from the substantially increased risk of fraud, identity theft, and misuse resulting from her PII, especially her Social Security number, being placed in the hands of criminals.

36. Defendant continue to maintain Plaintiff's PII and have a continuing legal duty and obligation to protect that PII from unauthorized access and disclosure. Plaintiff would not have entrusted her PII to Defendant had she known that it would fail to maintain adequate data security. Plaintiff's PII was compromised and disclosed as a result of the Data Breach.

37. As a result of the Data Breach, Plaintiff anticipates spending considerable time and money on an ongoing basis to try to mitigate and address harms caused by the data breach. As a result of the data breach, Plaintiff is at a present risk and will continue to be at increased risk of identity theft and fraud for years to come.

38. Because their personally identifying and financial information has been accessed by criminals, Plaintiff and the Class have suffered concrete and ongoing injuries.

39. Plaintiff and the Class are at an imminent and substantial risk of identity theft.

40. According to experts, one out of four data breach notification recipients become a victim of identity fraud. *Study Shows One in Four Who* 

- 10 -

Receive Data Breach Letter Become Fraud Victims, THREATPOST.COM (Feb. 21, 2013), <u>https://bit.ly/3zB8Uwv</u>.

41. Stolen PII is one of the most valuable commodities on the criminal information black market. According to Experian, a creditmonitoring service, stolen PHI can be worth up to \$1,000.00 depending on the type of information obtained. *See* Brian Stack, *Here's How Much Your Personal Information is Selling for on the Dark Web*, EXPERIAN (Dec. 15, 2017), https://bit.ly/2Ox2SGY.

42. The value of Plaintiff's and the proposed Class PII on the black market is considerable. Stolen PII trades on the black market for years, and criminals frequently post stolen private information openly and directly on various "dark web" internet websites, making the information publicly available, for a substantial fee of course.

43. It can take victims years to spot identity or PII theft, giving criminals plenty of time to milk that information for cash.

44. One such example of criminals using PII for profit is the development of "Fullz" packages. "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 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), <u>https://bit.ly/3Qj2eJd</u>.

45. Cyber-criminals can cross-reference two sources of PII to marry unregulated or partial data available elsewhere to criminally stolen data with an astonishingly complete scope and degree of accuracy in order to assemble complete "Fullz" dossiers on individuals.

46. The development of "Fullz" packages means that stolen PHI from the data breach can easily be used to link and identify it to Plaintiff's and the proposed Class's phone numbers, email addresses, and other unregulated sources and identifiers. In other words, even if certain information such as emails, phone numbers, or credit card numbers may not be included in the PHI stolen by the cyber-criminals in the data breach, criminals can easily create a Fullz package and sell it at a higher price to unscrupulous operators and criminals (such as illegal and scam telemarketers) over and over. That is likely what is already happening to Plaintiff and members of the proposed Class, and it is reasonable for any trier of fact, including this Court or a jury, to find that Plaintiff's and other members of the proposed Class's stolen PII is being misused, and that such misuse is fairly traceable to the data breach.

47. 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.

48. Further, according to the same report, "rapid reporting can help law enforcement stop fraudulent transactions before a victim loses the money for good."

49. 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.

50. In addition to out-of-pocket expenses that can exceed thousands of dollars for the victim of new account identity theft, and the emotional toll identity theft can take, some victims have to spend a considerable time repairing the damage caused by 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.

51. Further complicating the issues faced by victims of identity theft, data thieves may wait years before attempting to use the stolen PII. To

- 13 -

protect themselves, Plaintiff and the Class will need to remain vigilant against unauthorized data use for years or even decades to come.

52. Moreover, the breach has diminished the value of Plaintiff and the Class's personal information.

53. The FTC has 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." Statement of FTC Commissioner Pamela Jones Harbour—Remarks Before FTC Exploring Privacy Roundtable, FTC (Dec. 7, 2009),

https://bit.ly/3xKfzmu.

54. Since it was included in the breach, Plaintiff and the Class's information has already been accessed by criminals, which decreases its value in the marketplace.

55. Therefore, the value of Plaintiff and the Class's personal information was reduced by the data breach.

56. 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 PII. The FTC publications and orders described above also form part of the basis of Defendant's duty in this regard.

- 14 -

57. Defendant violated Section 5 of the FTC Act by failing to use reasonable measures to protect PII and not complying with applicable industry standards, as described in detail herein. Defendant's conduct was particularly unreasonable given the nature and amount of PII they obtained and stored and the foreseeable consequences of the immense damages that would result to Plaintiff and the Class.

58. None of those injuries would have occurred if Defendant had implemented reasonable data security practices.

# **CLASS ACTION ALLEGATIONS**

59. Pursuant to FED. R. CIV. P. 23(b)(2) and (b)(3), Plaintiff seeks certification of a Class defined as follows:

All individuals whose personally identifiable information was compromised in connection with the data breach affecting Mercer University from approximately February 12, 2023 to February 24, 2023, including all those who received notice of the data breach.

60. Excluded from the Class are: (a) Defendant and its officers, directors, legal representatives, successors and wholly or partly owned subsidiaries or affiliated companies; (b) class counsel and their employees; and (c) the judicial officers and their immediate family members and associated court staff assigned to this case.

61. *Ascertainability*. The Class can be readily identified through Mercer's records, which is demonstrated by the fact that many class members

have already been identified and sent notice letters regarding the data breach.

62. *Numerosity*. Mercer has represented to the Maine Attorney General that 93,512 individuals had their information exposed in the data breach. Therefore, the Class is so numerous that individual joinder is impracticable.

63. *Typicality*. Plaintiff's claims are typical of the Class she seeks to represent. Like all class members, Plaintiff's PII was exposed in the data breach as a result of Defendant's failure to implement reasonable data security measures. Thus, Plaintiff's claims arise out of the same conduct and are based on the same legal theories as those of the absent class members.

64. Adequacy of Class Representative. Plaintiff will fairly and adequately protect the interests of the Class. She is aware of her fiduciary duties to absent class members and is determined to faithfully discharge her responsibility. Plaintiff's interests are aligned with (and not antagonistic to) the interests of the Class.

65. Adequacy of Counsel. In addition, Plaintiff has retained competent counsel with considerable experience in class action and other complex litigation, including data breach cases. Plaintiff's counsel have done substantial work in identifying and investigating potential claims in this action, have considerable knowledge of the applicable law, and will devote the time and financial resources necessary to vigorously prosecute this action. They do not have any interests adverse to the Class.

- 16 -

# 66. *Commonality and Predominance*. This case presents numerous

questions of law and fact with answers common to the Class that

predominate over questions affecting only individual class members. Those

common questions include:

- a. Whether Defendant had a duty to use reasonable care to safeguard Plaintiff and the Class's PII;
- b. Whether Defendant breached the duty to use reasonable care to safeguard the Class's PII;
- c. Whether Defendant breached its contractual promises to safeguard Plaintiff and the Class's PII;
- d. Whether Defendant knew or should have known about the inadequacies of their data security policies and system and the dangers associated with storing sensitive PII;
- e. Whether Defendant failed to use reasonable care and commercially reasonable methods to safeguard and protect Plaintiff and the Class's PII from unauthorized release and disclosure;
- f. Whether the proper data security measures, policies, procedures, and protocols were in place and operational within Defendant's computer systems to safeguard and protect Plaintiff and the Class's PII from unauthorized release and disclosure;
- g. Whether the data breach was caused by Defendant's inadequate cybersecurity measures, policies, procedures, and protocols;
- h. Whether Defendant is liable for negligence, gross negligence, or recklessness;
- i. Whether Defendant's conduct, practices, statements, and representations about the data breach of the PII violated applicable state laws;
- j. Whether Plaintiff and the Class were injured as a proximate cause or result of the data breach;
- k. What the proper measure of damages is; and

1. Whether Plaintiff and the Class are entitled to restitutionary, injunctive, declaratory, or other relief.

67. Superiority and Manageability. A class action is superior to individual adjudications because joinder of all class members is impracticable, would create a risk of inconsistent or varying adjudications, and would impose an enormous burden on the judicial system. The amountin-controversy for each individual class member is likely relatively small, which reinforces the superiority of representative litigation. As such, a class action presents far fewer management difficulties than individual adjudications, preserves the resources of the parties and the judiciary, and protects the rights of each class member.

68. *Injunctive or Declaratory Relief*. In addition, Defendant acted or failed to act on grounds that apply generally to the Class, such that final injunctive or declaratory relief as to any one class member is appropriate as to all class members.

# CAUSES OF ACTION Count 1: Negligence

69. Plaintiff incorporates paragraphs 1–## by reference.

70. It was highly foreseeable that a failure to reasonably safeguard Plaintiff and the Class's PII would lead to a data breach. Plaintiff and the Class are members of a well-defined, foreseeable, and probable group of individuals whom Mercer knew or should have known would suffer injury-infact from Defendant's inadequate security protocols. Defendant actively sought and obtained Plaintiff and the Class's personal and financial information in the conduct of its business, and Defendant retained that information. Moreover, Defendant was well aware that it was part of an industry that is frequently targeted by hackers, as well as that the PII it was collecting and storing made it a prime target for criminal hackers.

71. Therefore, Mercer owed a duty to anticipate the harm of a criminal data breach and exercise reasonable care to guard against it.

72. Mercer breached its duty of reasonable care on many levels, including but not limited to, its failure:

- a. To use its heightened cybersecurity expertise to avoid causing the data breach, including by adhering to the recommendations in its cybersecurity white papers;
- b. To implement industry-standard security procedures sufficient to reasonably protect the information from the data breach;
- c. To implement industry-standard security procedures for detecting and responding to an actual or attempted data breach;
- d. To reasonably train its employees on data security procedures; and
- e. To reasonably supervise its agents, contractors, vendors, and suppliers who were charged with handling and securing the PII of Plaintiff and the Class.

73. Mercer breach of its duty of care was willful or reckless. Mercer was well aware of the cybersecurity risks that result from unreasonable data security practices, yet it consciously disregarded those risks without adequate justification.

74. Mercer's recklessness or negligence directly and foreseeably caused Plaintiff and the Class's injuries, including, without limitation, theft of their PII by criminals, improper disclosure of their PII, loss of privacy, lost value of their PII, and lost time and money incurred to mitigate and remediate the effects of the data breach. But-for Mercer's negligence, those injuries would not have occurred.

### **Count 2: Negligence Per Se**

75. Plaintiff incorporates paragraphs 1–## by reference.

76. Pursuant to the FTC Act, 15 U.S.C. § 45, Mercer had a duty to provide fair and adequate computer systems and data security practices to safeguard Plaintiff's and members of the Class's PII.

77. Section 5 of the FTC Act 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 customers or, in this case, employees' PII. The FTC publications and orders promulgated pursuant to the FTC Act also form part of the basis of Defendant's duty to protect Plaintiff's and the Class's sensitive PII.

78. Mercer violated its duty under Section 5 of the FTC Act by failing to use reasonable measures to protect its employees' PII and not complying with applicable industry standards as described in detail herein. Mercer's conduct was particularly unreasonable given the nature and amount of PII that Mercer had collected and stored and the foreseeable consequences of a data breach, including, specifically, the immense damages that would result to its employees in the event of a breach, which ultimately came to pass. 79. The harm that has occurred is the type of harm the FTC Act is intended to guard against. Indeed, the FTC has pursued numerous enforcement actions against businesses that, because of their failure to employ reasonable data security measures and avoid unfair and deceptive practices, caused the same harm as that suffered by Plaintiff and members of the Class.

80. Mercer had a duty to Plaintiff and the members of the Class to implement and maintain reasonable security procedures and practices to safeguard Plaintiff and the Class's PII.

81. Mercer breached its respective duties to Plaintiff and members of the Class under the FTC Act by failing to provide fair, reasonable, or adequate computer systems and data security practices to safeguard Plaintiff and members of the Class's PII.

82. Mercer's violation of Section 5 of the FTC Act and its failure to comply with applicable laws and regulations constitutes negligence per se.

83. Mercer's failure to adhere to the standard of care under Section 5 of the FTC Act directly and foreseeably caused Plaintiff and the Class's injuries, including, without limitation, theft of their PII by criminals, improper disclosure of their PII, loss of privacy, lost value of their PII, and lost time and money incurred to mitigate and remediate the effects of the data breach. But-for Mercer's negligence, those injuries would not have occurred.

- 21 -

# **Count 3: Breach of Contract**

84. Plaintiff incorporates paragraphs 1–## by reference.

85. Plaintiff and the Class entered employment contracts with Mercer, in which they provided services in exchange for consideration.

86. As a condition of those contracts, Mercer required Plaintiff and the Class to provide it with their PII.

87. Implicit in the parties' agreement was that Defendant would reasonably safeguard Plaintiff and the Class's PII.

88. Mercer knew that its employees reasonably expected that it would take reasonable precautions to safeguard the PII they provided in the course of their employment.

89. Mercer also owed Plaintiff and the Class an implied duty of good faith and fair dealing. Under this implied covenant, Mercer was obligated to reasonably safeguard the PII that it required Plaintiff and the Class to provide as a condition of their employment.

90. Mercer failed to reasonably safeguard Plaintiff and the Class's PII on many levels, including but not limited to, its failure:

- f. To use its heightened cybersecurity expertise to avoid causing the data breach, including by adhering to the recommendations in its cybersecurity white papers;
- g. To implement industry-standard security procedures sufficient to reasonably protect the information from the data breach;
- h. To implement industry-standard security procedures for detecting and responding to an actual or attempted data breach;
- i. To reasonably train its employees on data security procedures; and

j. To reasonably supervise its agents, contractors, vendors, and suppliers who were charged with handling and securing the PII of Plaintiff and the Class.

91. Plaintiff and the Class have performed as required under the contract and satisfied any conditions precedent to filing suit.

92. As a direct and foreseeable result of Mercer's breach of contract, Plaintiff and the Class suffered damages, including, without limitation, theft of their PII by criminals, improper disclosure of their PII, loss of privacy, lost value of their PII, and lost time and money incurred to mitigate and remediate the effects of the data breach. But-for Mercer's breach of contract, those injuries would not have occurred.

# Count 4: Unjust Enrichment (In the Alternative to Count 3)

93. Plaintiff incorporates paragraphs 1–## by reference.

94. This claim is asserted in the alternative to Count 3.

95. Mercer required Plaintiff and the Class to provide their PII as a condition of employment.

96. Plaintiff and the Class conferred a benefit on Mercer in the form of the services they provided within the scope of their employment. The value of these services priced-in the cost of data security, as Plaintiff and the Class reasonably expected that Mercer would implement reasonable safeguards to protect the PII that it required them to hand-over. If Mercer had revealed that it would not reasonably safeguard Plaintiff and the Class's PII, they would not have accepted employment at the rates that they did. 97. Mercer knew of the benefits conferred on it by Plaintiff and the Class.

98. Mercer failed to implement reasonable data security measures. This allowed Mercer to cut costs and pocket the portion of Plaintiff's wages that had priced-in the expectation of reasonable data security safeguards.

99. Under principals of equity and good conscience, Mercer should not be permitted to retain the full value of Plaintiff and the Class's services and their PII because Mercer failed to adequately protect their PII. Plaintiff and the Class would not have provided their PII to Mercer if they had known Mercer would not adequately protect their PII.

100. Plaintiff and the Class lack an adequate remedy at law.

101. Therefore, Mercer should be compelled to disgorge into a common fund for the benefit of Plaintiff and the Class all unlawful or inequitable proceeds it received due to its misconduct.

# PRAYER FOR RELIEF

102. Plaintiff, individually and on behalf of all others similarly situated, hereby demands:

- a. Certification of the proposed Class;
- b. Appointment of the undersigned counsel as class counsel;
- c. An award of all damages, including attorneys' fees and reimbursement of litigation expenses, recoverable under applicable law;
- d. Restitution or disgorgement of all ill-gotten gains; and
- e. Such other relief as the Court deems just and proper.

# DEMAND FOR JURY TRIAL

103. Plaintiff demands a jury trial on all applicable claims.

Respectfully submitted,

By: /s/ Matthew R. Wilson

Matthew R. Wilson (871480) Jared W. Connors (*pro hac vice* to be filed) MEYER WILSON CO., LPA 305 W. Nationwide Blvd. Columbus, Ohio 43215 Telephone: (614) 224-6000 Facsimile: (614) 224-6066 mwilson@meyerwilson.com jconnors@meyerwilson.com

Samuel J. Strauss (*pro hac vice* to be filed) Raina Borrelli (*pro hac vice* to be filed) TURKE & STRAUSS LLP 613 Williamson St., #201 Madison, WI 53703 P: (608) 237-1775 sam@turkestrauss.com raina@turkestrauss.com

Counsel for Plaintiff and the Proposed Class

<b>X</b>	Case 1:23 co-024 MERCERSITY	9-JPB Document 1-1		May 19, 2023
ICAINI	1 мв <sup>•A-01-QAP-AI</sup> <b>IIIIIIIIIIIIIIIIIIIIIIIIIIIIIIIIIII</b>	M-21276-82 1111111111		

#### Dear Jennifer Lynne Kilkus.

Mercer University takes the security of our computer systems very seriously. Even so, like many thousands of organizations including hundreds of higher education institutions, we have now experienced an unlawful access into our system. This notice explains the incident, measures we have taken, and some additional steps you may consider taking in response.

Upon identifying the incident, we immediately secured the systems involved, alerted law enforcement, and launched an investigation. Through the investigation that began when we learned of the intrusion on April 5, 2023, we determined that between February 12, 2023, and February 24, 2023, an unauthorized actor accessed certain files stored on Mercer's computer servers. On April 30, 2023, we discovered that some of these files may have included at least one record that contained your name, in combination with your Social Security number and/or driver's license number.

We are offering complimentary identity theft protection services through a two-year membership with Experian<sup>®</sup> Identity Works<sup>SM</sup> Credit 3B. This product helps detect possible misuse of your personal information and provides you with identity protection services focused on immediate identification and resolution of identity theft. Identity Works is completely free to you and enrolling in this program will not hurt your credit score. For more information on Experian Identity Works Credit 3B, including instructions on how to activate your complimentary membership as well as some additional steps you can take to help protect yourself, please see the pages that follow this letter. If you have any questions, please call 866-347-6455 between the hours of 8:00 a.m. and 5:30 p.m., Central Time, excluding major U.S. holidays.

Working with leading experts to help minimize the risk of events such as this from occurring in the future, we have taken, and will continue to take, steps to further enhance the security of our computer systems and the data we maintain.

Sincerely,

William D. Underwood President

#### Case 1:23-cv-02499-JPB Fled 06/02/23 Page 2 of 4

Activate IdentityWorks In Three Easy Steps

 ENROLL by: August (Your code will not work after this date.)
 VISIT the Experian Identity Works website to enroll: https://www.experianidworks.com/3bcredit
 PROVIDE the Activation Code: DK76KMG6T If you have questions about the product, need assistance with Identity Restoration that arose as a result of this incident or would like an alternative to enrolling in Experian IdentityWorks online If you have questions about the product, need assistance with Identity Restoration that arose as a result of anomal or would like an alternative to enrolling in Experian IdentityWorks online, please contact Experian's customer care team at 877.288.8057. Be prepared to provide engagement number B092220 or would like an alternative to encoding in Experian identity Works online, please contact Experian's custometry team at 877.288.8057. Be prepared to provide engagement number B092322 as proof of eligibility for the identity restoration services by Experian.

restoration services by Experian.

# ADDITIONAL DETAILS REGARDING YOUR 24 MONTH EXPERIAN **IDENTITYWORKS MEMBERSHIP:**

A credit card is not required for enrollment in Experian IdentityWorks.

You can contact Experian immediately without needing to enroll in the product regarding any fraud issues. Identity Restoration specialists are available to help you address credit and non-credit related fraud.

Once you enroll in Experian IdentityWorks, you will have access to the following additional features:

- Experian credit report at signup: See what information is associated with your credit file. Daily credit reports are available for online members only.\*
- Credit Monitoring: Actively monitors Experian file for indicators of fraud.
- · Identity Restoration: Identity Restoration specialists are immediately available to help you address credit and
- Experian IdentityWorks ExtendCARE<sup>™</sup>: You receive the same high-level of Identity Restoration support even after your Experian IdentityWorks membership has expired.
- \$1 Million Identity Theft Insurance\*\*: Provides coverage for certain costs and unauthorized electronic fund transfers

# Activate your membership today at https://www.experianidworks.com/3bcredit or call 877.288.8057 to register with the activation code above.

What you can do to protect your information: There are additional actions you can consider taking to reduce the chanc of identity theft or fraud on your account(s). Please refer to www.ExperianIDWorks.com/restoration for this informatio If you have any questions about IdentityWorks, need help understanding something on your credit report or suspect th an item on your credit report may be fraudulent, please contact Experian's customer care team at 877.288.8057.

\* Offline members will be eligible to call for additional reports quarterly after enrolling.

\*\* The Identity Theft Insurance is underwritten and administered by American Bankers Insurance Company of Florida, an Assurant company. Please r to the actual policies for terms, conditions, and exclusions of coverage. Coverage may not be available in all jurisdictions.



Case 1:23-cv-02499-JPB Document 1-1 Filed 06/02/23 Page 3eofing your account We remind you it is always advisable to be vigilant for incidents of fraud or identity theft by the solution a conv of statements and free credit reports for any unauthorized activity over the next 12–24 months. You may obtain a copy of your credit report, free of charge, once every 12 months from each of the three nationwide credit reporting companies. To order your appual free credit report, please visit unrule credit unrule and the three nationwide credit reporting 2028 Contact order your annual free credit report, please visit <u>www.annualcreditreport.com</u> or call toll free at 1-877-322-8228. Contact information for the three nationwide credit reporting companies is as follows:

- Equifax, PO Box 740241, Atlanta, GA 30374, <u>www.equifax.com</u>, 1-888-378-4329
- Experian, PO Box 2002, Allen, TX 75013, <u>www.experian.com</u>, 1-888-397-3742
- TransUnion, PO Box 1000, Chester, PA 19016, www.transunion.com, 1-800-916-8800

If you believe you are the victim of identity theft or have reason to believe your personal information has been misused, you should immediately contact the Federal Trade Commission and/or the Attorney General's office in your state. You can obtain information from these sources about steps an individual can take to avoid identity theft as well as information about fraud alerts and security freezes. You should also contact your local law enforcement authorities and file a police report. Obtain a copy of the police report in case you are asked to provide copies to creditors to correct your records. Contact information for the Federal Trade Commission is as follows:

• Federal Trade Commission, Consumer Response Center, 600 Pennsylvania Avenue NW, Washington, DC 20580, 1-877-IDTHEFT (438-4338), www.identitytheft.gov

#### Fraud Alerts and Credit or Security Freezes:

Fraud Alerts: There are two types of general fraud alerts you can place on your credit report to put your creditors on notice that you may be a victim of fraud-an initial alert and an extended alert. You may ask that an initial fraud alert be placed on your credit report if you suspect you have been, or are about to be, a victim of identity theft. An initial fraud alert stays on your credit report for one year. You may have an extended alert placed on your credit report if you have already been a victim of identity theft with the appropriate documentary proof. An extended fraud alert stays on your credit report for seven years.

To place a fraud alert on your credit reports, contact one of the nationwide credit bureaus. A fraud alert is free. The credit bureau you contact must tell the other two, and all three will place an alert on their versions of your report.

For those in the military who want to protect their credit while deployed, an Active Duty Military Fraud Alert lasts for one year and can be renewed for the length of your deployment. The credit bureaus will also take you off their marketing lists for pre-screened credit card offers for two years, unless you ask them not to.

Credit or Security Freezes: You have the right to put a credit freeze, also known as a security freeze, on your credit file, free of charge, which makes it more difficult for identity thieves to open new accounts in your name. That is because most creditors need to see your credit report before they approve a new account. If they cannot see your report, they may not extend the credit.

How do I place a freeze on my credit reports? There is no fee to place or lift a security freeze. Unlike a fraud alert, you must separately place a security freeze on your credit file at each credit reporting company. For information and instructions to place a security freeze, contact each of the credit reporting agencies at the addresses below:

- · Equifax Security Freeze, PO Box 105788, Atlanta, GA 30348, www.equifax.com
- Experian Security Freeze, PO Box 9554, Allen, TX 75013, www.experian.com
- · TransUnion Security Freeze, PO Box 160, Woodlyn, PA 19094, www.transunion.com

You will need to supply your name, address, date of birth, Social Security number and other personal information. After receiving your freeze request, each credit bureau will provide you with a unique PIN (personal identification number) or password. Keep the PIN or password in a safe place. You will need it if you choose to lift the freeze.

How do I lift a freeze? A freeze remains in place until you ask the credit bureau to temporarily lift it or remove it altogether. If the request is made online or by phone, a credit bureau must lift a freeze within one hour. If the request is nade by mail, then the bureau must lift the freeze no later than three business days after getting your request.

you opt for a temporary lift because you are applying for credit or a job, and you can find out which credit burea business will contact for your file, you can save some time by lifting the freeze only at that particular credit bures rwise, you need to make the request with all three credit bureaus.

Case 1:23-cv-02499-JPB Document 1-1 Filed 06/02/23d Page 4 of 4 Mercer University is located at 1501 Mercer University Drive, Macon, GA 31207, and Fage 4 of 4

Connecticut: You may contact and obtain information from your state attorney general at: Connecticut Attorney General Office, 165 Capitol Ave, Hartford, CT 06106, 1-860-808-5318, www.et general at: Connecticut Attorney General **District of Columbia:** You may contact and obtain information from your attorney general at: Office of the General for the District of Columbia, 441 4th Street NW, Washington, DC 20001, 1-202-727-3400, <u>www.oag.dc.gov</u>

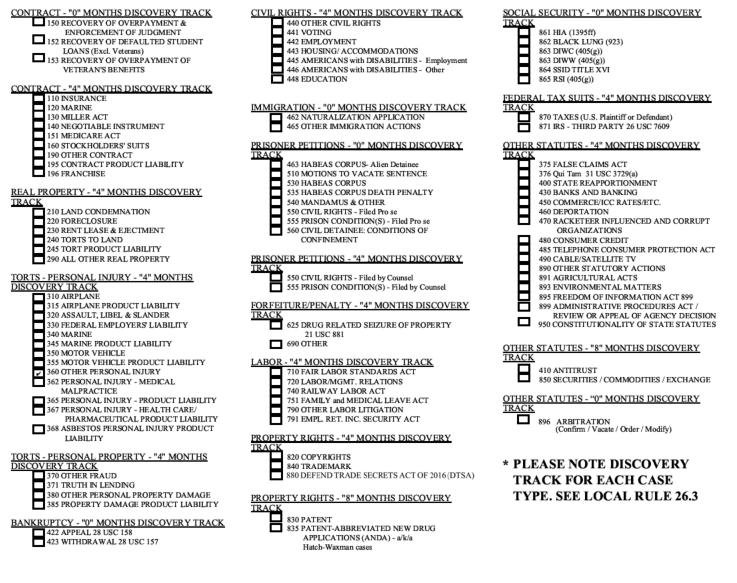
# Case 1:23-cv-02499-JPB Document 1-2 Filed 06/02/23 Page 1 of 2 JS44 (Rev. 10/2020 NDGA) Page 1 of 2

The JS44 civil cover sheet and the information contained herein neither replace nor supplement the filing and service of pleadings or other papers as required by law, except as provided by local rules of court. This form is required for the use of the Clerk of Court for the purpose of initiating the civil docket record. (SEE INSTRUCTIONS ATTACHED)

I. (a) PLAINTIFF(S) Jennifer Kilkus		<b>DEFENDANT(S)</b> The Corporation of Mercer University			
(b) COUNTY OF RESIDENCE OF FIRST LISTED PLAINTIFF <u>New Haven (CT)</u> (except in u.s. plaintiff cases)		COUNTY OF RESIDENCE OF FIRST LISTED DEFENDANT Bibb (GA) (IN U.S. PLAINTIFF CASES ONLY) NOTE: IN LAND CONDEMNATION CASES, USE THE LOCATION OF THE TRACT OF LAND INVOLVED			
(c) ATTORNEYS (FIRM NAME, ADDRESS, TELEPHONE NUM E-MAIL ADDRESS) Matthew R. Wilson Meyer Wilson Co,, LPA 305 W. Nationwide Blvd. Columbus, OH 43215 (614) 224-6000 mwilson@meyerwilson.com	ABER, AND	ATTORNEYS (IF KNOWN)			
II. BASIS OF JURISDICTION (PLACE AN "X" IN ONE BOX ONLY)		ZENSHIP OF PRINCIPAL PARTIES IN "X" IN ONE BOX FOR PLAINTIFF AND ONE BOX FOR DEFENDANT) (FOR DIVERSITY CASES ONLY)			
1 U.S. GOVERNMENT PLAINTIFF       3 FEDERAL QUESTION (U.S. GOVERNMENT NOT A PARTY)         2 U.S. GOVERNMENT DEFENDANT       4 DIVERSITY (INDICATE CITIZENSHIP OF PARTIES IN ITEM III)	PLF       DEF         FIZEN OF THIS STATE       4         IZEN OF THIS STATE       4         FIZEN OF ANOTHER STATE       5         IZEN OF ANOTHER STATE       5         IZEN OF SUBJECT OF A       6         IZEN OR SUBJEC				
IV. ORIGIN (PLACE AN "X "IN ONE BOX ONLY)  I ORIGINAL PROCEEDING 2 REMOVED FROM 3 REMANDED FROM APPELLATE COURT MULTIDISTRICT MULTIDISTRICT N	4 REINSTATED REOPENED	DR 5 ANOTHER DISTRICT 6 LITIGATION - 7 FROM MAGISTRATE JUDGE (Specify District) 7 FROM MAGISTRATE JUDGE JUDGMENT			
<b>V. CAUSE OF ACTION</b> (CITE THE U.S. CIVIL STATUTE I JURISDICTIONAL STATUTES UNI 28 U.S.C. § 1332(d)(2)	under which you less diversity)	ARE FILING AND WRITE A BRIEF STATEMENT OF CAUSE - DO NOT CITE			
<ul> <li>(IF COMPLEX, CHECK REASON BELOW)</li> <li>1. Unusually large number of parties.</li> <li>2. Unusually large number of claims or defenses.</li> <li>3. Factual issues are exceptionally complex</li> <li>4. Greater than normal volume of evidence.</li> <li>5. Extended discovery period is needed.</li> </ul>	$\square 7. \text{ Pend} \\ \square 8. \text{ Mult} \\ \square 9. \text{ Need} $	plems locating or preserving evidence ding parallel investigations or actions by government. tiple use of experts. ed for discovery outside United States boundaries. tence of highly technical issues and proof.			
CONTINUED ON REVERSE					
FOR OFFICE USE ONLY       RECEIPT #       JUDGE       MAG. JUDGE		B IFP MAG. JUDGE (IFP) DF SUIT CAUSE OF ACTION			

## Case 1:23-cv-02499-JPB Document 1-2 Filed 06/02/23 Page 2 of 2

#### VI. NATURE OF SUIT (PLACE AN "X" IN ONE BOX ONLY)



## VII. REQUESTED IN COMPLAINT:

CHECK IF CLASS ACTION UNDER F.R.Civ.P. 23 DEMAND \$

JURY DEMAND YES NO (CHECK YES ONLY IF DEMANDED IN COMPLAINT)

# VIII. RELATED/REFILED CASE(S) IF ANY

JUDGE

DOCKET NO.

CIVIL CASES ARE DEEMED RELATED IF THE PENDING CASE INVOLVES: (CHECK APPROPRIATE BOX)

- □ 1. PROPERTY INCLUDED IN AN EARLIER NUMBERED PENDING SUIT.
- 2. SAME ISSUE OF FACT OR ARISES OUT OF THE SAME EVENT OR TRANSACTION INCLUDED IN AN EARLIER NUMBERED PENDING SUIT.
- □ 3. VALIDITY OR INFRINGEMENT OF THE SAME PATENT, COPYRIGHT OR TRADEMARK INCLUDED IN AN EARLIER NUMBERED PENDING SUIT.
- 4. APPEALS ARISING OUT OF THE SAME BANKRUPTCY CASE AND ANY CASE RELATED THERETO WHICH HAVE BEEN DECIDED BY THE SAME BANKRUPTCY JUDGE.
- □ 5. REPETITIVE CASES FILED BY <u>PRO SE</u> LITIGANTS.
- 6. COMPANION OR RELATED CASE TO CASE(S) BEING SIMULTANEOUSLY FILED (INCLUDE ABBREVIATED STYLE OF OTHER CASE(S)):
- □ 7. EITHER SAME OR ALL OF THE PARTIES AND ISSUES IN THIS CASE WERE PREVIOUSLY INVOLVED IN CASE NO. DISMISSED. This case □ IS □ IS NOT (check one box) SUBSTANTIALLY THE SAME CASE.

, WHICH WAS

/s/ Matthew R. Wilson

06/02/2023