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STATE OF NH
DEPT OF JUSTICE

2017 FEB 10 AM 10:13

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February 9, 2017

VIA Federal Express

Attorney General Joseph Foster
Office of the Attorney General
33 Capitol St.
Concord, NH 03301

Dear Attorney General Foster:

Pursuant to the New Hampshire Right to Privacy Act, N.H. Rev. Stat. § 359-C:20, we are writing to notify you on behalf of our client Asbury Communities, Inc. of a data exposure incident involving one (1) New Hampshire resident.

On February 2, 2017, Asbury emailed W-2 information for Asbury employees to a mistaken address. As of the date of this letter, Asbury's system has not been subject to a breach nor was this a result of hacking. This was a result of a sophisticated "phishing" scheme aimed toward getting private information from organizations.

One (1) resident of New Hampshire may have been affected by the data exposure incident. This New Hampshire resident received notice pursuant to N.H. Rev. Stat. § 359-C:20. The written notice was sent by mail and electronic mail on February 3, 2017. This New Hampshire resident will receive additional notification by mail and electronic mail by next week, week of February 13, 2017.

Asbury continues to monitor the situation. Asbury has notified law enforcement regarding this incident and has engaged cyber security specialists to advise them on this matter moving forward. Asbury has put in place additional cyber security safeguards for the transmittal of information, and other processes to secure the Asbury system.

In Asbury's notice letters to affected employees, Asbury suggested they take certain steps to monitor their personal information. They were advised to supply information to credit reporting agencies and to contact the Federal Trade Commission. In an effort to demonstrate Asbury's commitment to its employees, Asbury has also provided 24 months free identity monitoring services provided by Kroll, at Asbury's cost. Asbury has also provided affected residents with a toll-free number to call with questions.

If you have any questions, please feel free to contact me.

Very truly yours,

WOMBLE CARLYLE SANDRIDGE & RICE
A Limited Liability Partnership

Theodore F. Claypoole
Partner



STATE OF NH
DEPT OF JUSTICE
2017 FEB 10 AM 10:14

<<MemberFirstName>> <<MemberLastName>> <<Date>> (Format: Month Day, Year)
<<Address1>>
<<Address2>>
<<City>>, <<State>> <<ZipCode>>

Notice of Data Breach

Dear <<MemberFirstName>> <<MemberLastName>>,

As a follow up to the letter you received dated February 3, 2017, we are writing to tell you about a data security incident that may have exposed some of your personal information. We take the protection and proper use of your information very seriously. For this reason, we are contacting you directly to explain the circumstances of the incident.

What happened?

On February 2, 2017 Asbury made an unintentional transmission that included W-2 information for Asbury associates. At this time, our system has not been subject to a breach and this was not a result of hacking. This was as result of a sophisticated "phishing" scheme aimed toward getting private information from organizations such as ours. If you began your employment with Asbury or any of its affiliates on or after January 1, 2017, you will not be impacted by this. This also does not affect Asbury Place Tennessee associates.

What information was involved?

The personal information that has potentially been compromised includes your name, address, and Social Security number.

What we are doing.

We are taking this incident very seriously and deeply regret any inconvenience this may cause. We have immediately put in place additional cyber security safeguards for the transmittal of information, and other processes to address this problem to secure our system. We are notifying all regulatory agencies as required by law and have engaged with cyber security specialists to advise us on this matter moving forward.

We have secured the services of Kroll to provide identity monitoring at no cost to you for two years. Kroll is a global leader in risk mitigation and response, and their team has extensive experience helping people who have sustained an unintentional exposure of confidential data. Your identity monitoring services include Credit Monitoring, a Current Credit Report, Web Watcher, Public Persona, Quick Cash Scan, \$1 Million Identity Fraud Loss Reimbursement, Fraud Consultation, and Identity Theft Restoration.

Visit kroll.idMonitoringService.com to activate and take advantage of your identity monitoring services.

You have until May 19, 2017 to activate your identity monitoring services.

Membership Number: <<Member ID>>

To receive credit services by mail instead of online, please call 1-855-667-7935. Additional information describing your services is included with this letter.

What you can do.

Please review the enclosed "Additional Resources" section included with this letter. This section describes additional steps you can take to help protect yourself, including recommendations by the Federal Trade Commission regarding identity theft protection and details on how to place a fraud alert or a security freeze on your credit file.

For more information.

If you have questions, please call 1-855-667-7935, Monday through Friday from 9:00 a.m. to 6:00 p.m. Eastern Time. Please have your membership number ready.

We hope that you will take advantage of this free service and we sincerely regret any inconvenience this may have caused you.

Sincerely,

A handwritten signature in black ink, appearing to read "J. Manuel Ocasio". The signature is fluid and cursive, with the first name being the most prominent.

J. Manuel Ocasio
Executive Vice President, Human Resources
Asbury Communities, Inc.

ADDITIONAL RESOURCES

Contact information for the three nationwide credit reporting agencies is:

Equifax, PO Box 740241, Atlanta, GA 30374, www.equifax.com, 1-800-685-1111

Experian, PO Box 2104, Allen, TX 75013, www.experian.com, 1-888-397-3742

TransUnion, PO Box 2000, Chester, PA 19022, www.transunion.com, 1-800-888-4213

Free Credit Report. It is recommended that you remain vigilant for incidents of fraud and identity theft by reviewing account statements and monitoring your credit report for unauthorized activity. You may obtain a copy of your credit report, free of charge, once every 12 months from each of the three nationwide credit reporting agencies.

To order your annual free credit report please visit www.annualcreditreport.com or call toll free at **1-877-322-8228**.

You can also order your annual free credit report by mailing a completed Annual Credit Report Request Form (available from the U.S. Federal Trade Commission's ("FTC") website at www.consumer.ftc.gov) to:
Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348-5281.

For Colorado, Georgia, Maine, Maryland, Massachusetts, New Jersey, Puerto Rico, and Vermont residents:

You may obtain one or more (depending on the state) additional copies of your credit report, free of charge. You must contact each of the credit reporting agencies directly to obtain such additional report(s).

Fraud Alert. You may place a fraud alert in your file by calling one of the three nationwide credit reporting agencies above. A fraud alert tells creditors to follow certain procedures, including contacting you before they open any new accounts or change your existing accounts. For that reason, placing a fraud alert can protect you, but also may delay you when you seek to obtain credit.

Security Freeze. You have the ability to place a security freeze on your credit report.

A security freeze is intended to prevent credit, loans and services from being approved in your name without your consent. To place a security freeze on your credit report, you may be able to use an online process, an automated telephone line, or a written request to any of the three credit reporting agencies listed above. The following information must be included when requesting a security freeze (note that if you are requesting a credit report for your spouse, this information must be provided for him/her as well): (1) full name, with middle initial and any suffixes; (2) Social Security number; (3) date of birth; (4) current address and any previous addresses for the past five years; and (5) any applicable incident report or complaint with a law enforcement agency or the Registry of Motor Vehicles. The request must also include a copy of a government-issued identification card and a copy of a recent utility bill or bank or insurance statement. It is essential that each copy be legible, display your name and current mailing address, and the date of issue. The credit reporting agencies may charge a fee to place a freeze, temporarily lift it or permanently remove it. The fee is waived if you are a victim of identity theft and have submitted a valid investigative or law enforcement report or complaint relating to the identity theft incident to the credit reporting agencies. (You must review your state's requirement(s) and/or credit bureau requirement(s) for the specific document(s) to be submitted.)

For Massachusetts residents: The fee for each placement of a freeze, temporary lift of a freeze, or removal of a freeze is \$5.

Federal Trade Commission and State Attorneys General Offices. 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 home state. You may also contact these agencies for information on how to prevent or avoid identity theft.

You may contact the **Federal Trade Commission**, Consumer Response Center, 600 Pennsylvania Avenue, NW, Washington, DC 20580, www.ftc.gov/bcp/edu/microsites/idtheft/, 1-877-IDTHEFT (438-4338).

For Maryland residents: You may contact the Maryland Office of the Attorney General, Consumer Protection Division, 200 St. Paul Place, Baltimore, MD 21202, www.oag.state.md.us, 1-888-743-0023.

For North Carolina residents: You may contact the North Carolina Office of the Attorney General, Consumer Protection Division, 9001 Mail Service Center, Raleigh, NC 27699-9001, www.ncdoj.gov, 1-877-566-7226.

Reporting of identity theft and obtaining a police report.

For Iowa residents: You are advised to report any suspected identity theft to law enforcement or to the Iowa Attorney General.

For Massachusetts residents: You have the right to obtain a police report if you are a victim of identity theft.

For Oregon residents: You are advised to report any suspected identity theft to law enforcement, the Federal Trade Commission, and the Oregon Attorney General.



TAKE ADVANTAGE OF YOUR IDENTITY MONITORING SERVICES

You've been provided with access to the following services¹ from Kroll:

Triple Bureau Credit Monitoring and a TransUnion Credit Report

You'll receive alerts when there are changes to your credit data—for instance, when a new line of credit is applied for in your name. If you do not recognize the activity, you'll have the option to call a Kroll fraud specialist, who can help you determine if it's an indicator of identity theft.

Web Watcher

Web Watcher monitors internet sites where criminals may buy, sell, and trade personal identity information. An alert will be generated if evidence of your personal identity information is found.

Public Persona

Public Persona monitors and notifies when names, aliases, and addresses become associated with your Social Security number. If information is found, you'll receive an alert.

Quick Cash Scan

Quick Cash Scan monitors short-term and cash-advance loan sources. You'll receive an alert when a loan is reported, and you can call a Kroll fraud specialist for more information.

\$1 Million Identity Fraud Loss Reimbursement

Reimburses you for out-of-pocket expenses totaling up to \$1 million in legal costs for any one stolen identity event. All coverage is subject to the conditions and exclusions in the policy.

Fraud Consultation

You have unlimited access to consultation with a Kroll fraud specialist. Support includes showing you the most effective ways to protect your identity, explaining your rights and protections under the law, assistance with fraud alerts, and interpreting how personal information is accessed and used, including investigating suspicious activity that could be tied to an identity theft event.

Identity Theft Restoration

If you become a victim of identity theft, an experienced Kroll licensed investigator will work on your behalf to resolve related issues. You will have access to a dedicated investigator who understands your issues and will do most of the work for you. Your investigator can dig deep to uncover all aspects of the identity theft, and then work to resolve it.

¹ Kroll's activation website is only compatible with the current version or one version earlier of Internet Explorer, Chrome, Firefox, and Safari. To receive credit services, you must be over the age of 18 and have established credit in the U.S., have a Social Security number in your name, and have a U.S. residential address associated with your credit file.