

STATE OF NH
DEPT OF JUSTICE

2015 MAR 19 AM 11:50

Betterbee

8 Meader Rd

Greenwich, NY 12834

www.BetterBee.com

[REDACTED]
Dear Sir or Madam,

I am writing to report a security breach at our website.

Our website is developed and hosted by WebSitePipeline, 555 N Pleasantburg Dr #214, Greenville, SC 29607 [REDACTED]

WebSitePipeline (WSP) reports to us that at some point in the past, they had a hacker attack that successfully infiltrated one of their main computers and the hackers were able to obtain passwords for some of the companies using WSP. The hackers then were able to access the websites and upload malicious code. This code transmitted credit card data in duplicate. That code was uploaded on March 3, 2015.

WSP reports they discovered the code on March 10, 2015 and had it stopped that day. They report they have been working diligently to make sure no code remnants exist, to upgrade anything they think should be, and have hired as of 3/16/15 a 3rd Party Data Security Company. They gave us a list of customers possibly affected on 3/11/15 and updated the list on 3/13/15. They also report that they have changed their password creation process and have stopped using master logins.

There were 332 people on the list to notify. 17 of those used NH billing addresses. We notified them by email and first class mail on 3/16/15. Attached is an example document.

If there are any questions, please call me at the number above or my direct line 5 [REDACTED] or email at [REDACTED]

Sincerely,


Christopher J Cripps

Betterbee
8 Meader Rd
Greenwich, NY 12834

March 16, 2015

«Name»
«Address»
«City», «State» «Zip»

RE: Important Information about your credit card ending in «last4»

Dear «Name»,

We are contacting you regarding a data security incident that occurred between March 3 and March 10, 2015 at Betterbee.com. This incident involved your credit card ending in «last4». As a result, your personal information may have been potentially exposed to others. Please be assured that we have taken every step necessary to address the incident, and that we are committed to fully protecting all of the information that you have entrusted to us. This letter is being sent twice. It is sent by email so you have the information as soon as possible and by first class mail shortly after the email.

Our website is setup and maintained by WebSitePipeline. They suffered a hacker attack that compromised passwords from several businesses' websites. Betterbee.com was one of those sites. With these passwords, hackers were able to install malicious code on our website that sent duplicate credit card information to another site. This breach happened on March 3, 2015 and was discovered and blocked on March 10, 2015. WebSitePipeline has assigned a number of developers to clean out the malicious code and to ensure this type of attack will not happen again. Neither the website nor Betterbee store any credit card information. We take in the card data and transmit it to Sage Payment Solutions, a major credit card processor. The malicious code was able to duplicate the transmission.

What you should do now:

We highly recommend that you check your credit card statement for any illicit activity and call your credit card issuer, tell them your card was involved in a breach, and you need a replacement card.

If you suspect that you have been the victim of identity theft, you may report this to local law enforcement or the attorney general of your state.

What we are doing to protect your information:

To help protect your identity, we have engaged Experian®, the largest credit bureau in the US, to offer you complimentary Fraud Resolution and identity protection for one-year.

If you are a victim of fraud, simply call Experian at 866-751-1324 by June 30, 2015 and a dedicated Identity Theft Resolution agent will help you restore your identity. Please provide the engagement number in this letter as proof of eligibility.

While Fraud Resolution assistance is immediately available to you, we also encourage you activate the fraud detection tools available through ProtectMyID® Elite. This product provides you with superior identity protection and resolution of identity theft. To start monitoring your personal information please follows the steps below:

Visit www.protectmyid.com/protect
Provide your activation code: «code»

If you have questions or need an alternative to enrolling online, please call 866-751-1324 and provide Engagement #: **PC92762**

ADDITIONAL DETAILS REGARDING YOUR 12-MONTH PROTECTMYID MEMBERSHIP:

A credit card is not required for enrollment.

You can contact Experian immediately regarding any fraud issues, and have access to the following features once you initiate ProtectMyID:

- **Experian credit report:** See what information is associated with your credit file.
- **Active Surveillance Alerts:** Monitors the Experian file for indicators of fraud.
- **Internet Scan:** Alerts you if your information is found on sites containing compromised data.
- **Address Change Alerts:** Alerts you of changes to your mailing address
- **Fraud Resolution:** Identity Theft Resolution agents are immediately available to help you address credit and non-credit related fraud.
- **ExtendCARE:** You receive the same high-level of Fraud Resolution support even after your ProtectMyID membership has expired.
- **\$1 Million Identity Theft Insurance*:** Provides coverage for certain costs and unauthorized electronic fund transfers.
- **Lost Wallet Protection:** Get help replacing credit, debit, and medical insurance cards.

Integrate your ProtectMyID membership with the BillGuard app for FREE and receive:

- **Card Fraud Monitoring:** Alerts you when your credit/debit cards are used.
- **Card Concierge:** Resolve billing inquiries and disputes with merchants

If you have any questions about ProtectMyID, need help understanding something on your credit report or suspect that an item on your credit report may be fraudulent, please contact Experian's customer care team at 866-751-1324.

What you can do to protect your information: There are additional actions you can consider taking to reduce the chances of identity theft or fraud on your account(s). Please refer to the final page of this letter.

We sincerely apologize for this incident, regret any inconvenience it may cause you and encourage you to take advantage of the product outlined herein. Should you have questions or concerns regarding this matter and/or the protections available to you, please do not hesitate to contact us Toll Free at 800-632-3379.

Sincerely,



Christopher J Cripps

* Identity theft insurance is underwritten by insurance company subsidiaries or affiliates of AIG. The description herein is a summary and intended for informational purposes only and does not include all terms, conditions and exclusions of the policies described. Please refer to the actual policies for terms, conditions, and exclusions of coverage. Coverage may not be available in all jurisdictions.

ADDITIONAL ACTIONS TO HELP REDUCE YOUR CHANCES OF IDENTITY THEFT

➤ PLACE A 90-DAY FRAUD ALERT ON YOUR CREDIT FILE

An **initial 90 day security alert** indicates to anyone requesting your credit file that you suspect you are a victim of fraud. When you or someone else attempts to open a credit account in your name, increase the credit limit on an existing account, or obtain a new card on an existing account, the lender should take steps to verify that you have authorized the request. If the creditor cannot verify this, the request should not be satisfied. You may contact one of the credit reporting companies below for assistance.

Equifax
1-800-525-6285
www.equifax.com
PO BOX 740241
Atlanta, GA 30374

Experian
1-888-397-3742
www.experian.com
PO BOX 9554
Allen, TX 75013

TransUnion
1-800-680-7289
www.transunion.com
PO BOX 2000
Chester, PA 19022-2000

➤ PLACE A SECURITY FREEZE ON YOUR CREDIT FILE

If you are very concerned about becoming a victim of fraud or identity theft, a security freeze might be right for you. Placing a freeze on your credit report will prevent lenders and others from accessing your credit report entirely, which will prevent them from extending credit. With a Security Freeze in place, you will be required to take special steps when you wish to apply for any type of credit. This process is also completed through each of the credit reporting companies. To place a freeze, you would need to contact each. They may charge a fee for placing, lifting and/or removing a security freeze.

➤ ORDER YOUR FREE ANNUAL CREDIT REPORTS

Visit www.annualcreditreport.com or call 877-322-8228.

Once you receive your credit reports, review them for discrepancies. Identify any accounts you did not open or inquiries from creditors that you did not authorize. Verify all information is correct. If you have questions or notice incorrect information, contact the credit reporting company.

➤ MANAGE YOUR PERSONAL INFORMATION

Take steps such as: carrying only essential documents with you; being aware of whom you are sharing your personal information with and shredding receipts, statements, and other sensitive information.

➤ USE TOOLS FROM CREDIT PROVIDERS

Carefully review your credit reports and bank, credit card and other account statements. Be proactive and create alerts on credit cards and bank accounts to notify you of activity. If you discover unauthorized or suspicious activity on your credit report or by any other means, file an identity theft report with your local police and contact a credit reporting company.

➤ OBTAIN MORE INFORMATION ABOUT IDENTITY THEFT AND WAYS TO PROTECT YOURSELF

- Visit <http://www.experian.com/credit-advice/topic-fraud-and-identity-theft.html> for general information regarding protecting your identity.
- The Federal Trade Commission has an identity theft hotline: 877-438-4338; TTY: 1-866-653-4261. They also provide information on-line at www.ftc.gov/idtheft.

For Maryland Residents: You can obtain information from the Maryland Office of the Attorney General about steps you can take to avoid identity theft. You may contact the Maryland Attorney General at:

Maryland Office of the Attorney General
Consumer Protection Division
2 St. Paul Place
Baltimore, MD 21202
(888) 743-0023 (toll free in Maryland)
(410) 576-6300
www.oag.state.md.us

For North Carolina Residents: You can obtain information from the North Carolina Attorney General's Office about preventing identity theft. You may contact the North Carolina Attorney General at:

North Carolina Attorney General's Office
9001 Mail Service Center
Raleigh, NC 27699-9001
(877) 566-7226 (toll free in North Carolina)
(919) 716-6400
www.ncdoj.gov