**Reeves** international inc.

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STATE OF NH
DEPT OF JUSTICE
2014 OCT 27 PM 12: 30

October 23, 2014

VIA CERTIFIED MAIL RETURN RECEIPT REQUESTED

Office of the New Hampshire Attorney General
Consumer Protection & Antitrust Bureau
33 Capitol Street
Concord, NH 03301

Re: Legal Notice of Information Security Incident

Dear Sirs or Madams,

I write on behalf of Reeves International, Inc. ("Reeves"), operator of the Breyer Horses website (www.breyerhorses.com), to inform you of a security incident involving personal information maintained by Reeves that affected approximately 140 New Hampshire residents. Reeves is notifying these individuals and outlining some steps they may take to help protect themselves.

On September 9, 2014, Reeves learned that unauthorized individuals installed malicious software on the server hosting the Breyer Horses website. After an extensive forensic investigation, it appears that the initial compromise occurred on March 31, 2013 and ended on October 6, 2014. The malicious software and fraudulent use of our website could have compromised the personal information and other information of visitors that made purchases through the Breyer Horses website, including name, address, website username and password, payment card account number, card expiration date, and payment card security code.

Reeves takes the privacy of personal information seriously, and deeply regrets that this incident occurred. Reeves has engaged a computer forensic investigator to perform an investigation and has taken several steps to address and contain this incident. Reeves has also taken measures designed to prevent this from happening again in the future, such as updating the code it uses to run the Breyer Horses website.

Affected individuals are being notified via written letter. These notifications will begin mailing on or around October 23, 2014. A copy of the form of notices being sent to impacted New Hampshire residents is attached for your reference.

If you have any questions or need further information regarding this incident, please contact me at [redacted]

Sincerely,

Arthur Minnocci
CFO

Enclosure

[INSERT DATE]
[INSERT ADDRESS]
[INSERT CITY, STATE ZIP]

Dear [Insert Name],

Reeves International, Inc., ("Reeves") is writing to inform you of an incident involving personal information you provided by using our website for Breyer Horses, www.breyerhorses.com. We value our relationship with you, and as a precaution, we are providing this notice and outlining some steps you may take to help protect yourself. We sincerely apologize for any inconvenience or concern this may cause you.

On September 9, 2014, we learned that unauthorized individuals installed malicious software on the computer server hosting the Breyer Horses website and took certain personal data entered by our customers. After an extensive forensic investigation, it appears that the initial compromise occurred on March 31, 2013 and ended on October 6, 2014. The malicious software and fraudulent use of our website could have compromised the personal information and other information of visitors that made purchases on our website, including name, address, website username and password, payment card account number, card expiration date, and payment card security code. According to our records, you made a payment card purchase at the Breyer Horses website and your information may be at risk.

Reeves takes the privacy of personal information seriously, and deeply regrets that this incident occurred. We took steps to address this incident soon after it was discovered. We have engaged a computer forensic investigator to perform an investigation, and taken measures designed to prevent this from happening again in the future, such as updating the code we use to run the Breyer Horses website.

We want to make you aware of steps you can take to guard against fraud or identity theft. We recommend that you review your credit and debit card account statements as soon as possible in order to determine if there are any discrepancies or unusual activity listed. You should remain vigilant and continue to monitor your statements for unusual activity going forward. If you see anything you do not understand or that looks suspicious, or if you suspect that any fraudulent transactions have taken place, you should call the bank that issued the credit or debit card immediately.

We also recommend that you carefully check your credit reports for accounts you did not open or for inquiries from creditors you did not initiate. If you see anything you do not understand, call the credit agency immediately. If you find any suspicious activity on your credit reports, call your local police or sheriff's office, and file a police report for identity theft and get a copy of it. You may need to give copies of the police report to creditors to clear up your records. Also, please review the enclosed "Information about Identity Theft Protection" reference guide that describes additional steps you may 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.

Finally, if you have any questions or concerns you may call 877-572-0628 twenty-four hours a day, Monday through Sunday (excluding holidays). Again, we are sorry for any inconvenience or concern this event may cause you.

Sincerely,

Arthur Minnocci
CFO

## Information about Identity Theft Protection

We recommend that you regularly review statements from your accounts and periodically obtain your credit report from one or more of the national credit reporting companies. You may obtain a free copy of your credit report online at www.annualcreditreport.com, by calling toll-free 1-877-322-8228, or by mailing an Annual Credit Report Request Form (available at www.annualcreditreport.com) to: Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA, 30348-5281. You may also purchase a copy of your credit report by contacting one or more of the three national credit reporting agencies listed below.

| Equifax | Experian | TransUnion |
|---|---|---|
| P.O. Box 740241 | P.O. Box 9532 | P.O. Box 6790 |
| Atlanta, GA 30374-0241 | Allen, TX 75013 | Fullerton, CA 92834-6790 |
| 800-685-1111; www.equifax.com | 888-397-3742; www.experian.com | 800-916-8800; www.transunion.com |

You should remain vigilant with respect to reviewing your account statements and credit reports, and you should promptly report any suspicious activity or suspected identity theft to us and to the proper law enforcement authorities, including local law enforcement, your state's attorney general, and/or the Federal Trade Commission ("FTC"). You may contact the FTC or your state's regulatory authority to obtain additional information about avoiding and protection against identity theft: Federal Trade Commission, Consumer Response Center 600 Pennsylvania Avenue, NW, Washington, DC 20580, 1-877-IDTHEFT (438-4338), www.ftc.gov/idtheft

**For residents of Maryland**: You may also obtain information about preventing and avoiding identity theft from the Maryland Office of the Attorney General: Maryland Office of the Attorney General, Consumer Protection Division, 200 St. Paul Place, Baltimore, MD 21202, 1-888-743-0023, www.oag.state.md.us

**For residents of North Carolina**: You may also obtain information about preventing and avoiding identity theft from North Carolina Attorney General's Office: North Carolina Attorney General's Office, Consumer Protection Division, 9001 Mail Service Center, Raleigh, NC 27699-9001, 1-877-5-NO-SCAM, www.ncdoj.gov

**Fraud Alerts:** There are also two types of fraud alerts that 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 at least 90 days. 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. You can place a fraud alert on your credit report by contacting any of the three national credit reporting agencies at the addresses or toll-free numbers listed below:

| Equifax | Experian | TransUnion |
|---|---|---|
| P.O. Box 740241 | P.O. Box 9532 | Fraud Victim Assistance Division |
| Atlanta, GA 30374-0241 | Allen, TX 75013 | P.O. Box 6790 |
| 877-478-7625; www.equifax.com | 888-397-3742; www.experian.com | Fullerton, CA 92834-6790 |
| | | 800-680-7289; www.transunion.com |

**Credit Freezes:** You may have the right to put a credit freeze, also known as a security freeze, on your credit file, so that no new credit can be opened in your name without the use of a PIN number that is issued to you when you initiate a freeze. A credit freeze is designed to prevent potential credit grantors from accessing your credit report without your consent. If you place a credit freeze, potential creditors and other third parties will not be able to get access to your credit report unless you temporarily lift the freeze. Therefore, using a credit freeze may delay your ability to obtain credit. In addition, you may incur fees to place, lift and/or remove a credit freeze. Credit freeze laws vary from state to state. The cost of placing, temporarily lifting, and removing a credit freeze also varies by state, generally $5 to $20 per action at each credit reporting company. Unlike a fraud alert, you must separately place a credit freeze on your credit file at each credit reporting company. Since the instructions for how to establish a credit freeze differ from state to state, please contact the three major credit reporting companies as specified below to find out more information.

| Equifax | Experian | TransUnion |
|---|---|---|
| P.O. Box 105788 | P.O. Box 9554 | Fraud Victim Assistance Division |
| Atlanta, GA 30348 | Allen, TX 75013 | P.O. Box 6790 |
| www.equifax.com | www.experian.com | Fullerton, CA 92834-6790 |
| | | www.transunion.com |

You can obtain more information about fraud alerts and credit freezes by contacting the FTC or one of the national credit reporting agencies listed above.