

Buffalo
New York
Washington D.C.

www.octillolaw.com

June 28, 2023

VIA MAIL

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

Dear Sir or Madam:

On behalf of our client Carlisle Wide Plank Floors ("Carlisle"), and pursuant to N.H. Rev. Stat. Ann. §359-C:20, this letter provides notice of a recent data security incident. By providing this notice, Carlisle does not waive any rights or defenses regarding the applicability of the New Hampshire law or personal jurisdiction.

On April 26, 2023, Carlisle became aware of a security incident in which information pertaining to current and former Carlisle employees was acquired by an unauthorized actor. After becoming aware of the issue, Carlisle took immediate steps to secure their technical environment, confirm that no unauthorized actors had any continued access to Carlisle data, and engaged leading data security and privacy professionals to lead an investigation into the scope of information subject to unauthorized acquisition or access. Through these efforts, Carlisle identified 337 individuals, who are either current or former employees, whose information was subject to unauthorized acquisition. In an effort to protect these individuals as soon as possible, Carlisle provided a preliminary notice via email to current employees on May 4, 2023, which provided a no cost credit monitoring offer. Similarly, Carlisle then sent another preliminary notice to former employees on May 23, 2023 via regular mail, which also provided a no cost credit monitoring offer. While Carlisle is currently engaged in a data mining process to confirm the exact scope of individuals and information impacted, they estimate that, at a minimum, their current and former employees' names, addresses, and social security numbers were subject to unauthorized acquisition. Once Carlisle's investigation concludes, a supplemental letter will be sent out to the previously notified employees, and any other individuals whose information was subject to unauthorized acquisition, confirming the scope and extent of the Incident, in compliance with applicable law.

At this time, Carlisle has identified 255 New Hampshire residents, all of whom are either current or former employees, who may have been affected by the incident. Notification to those New Hampshire residents was sent either via email or regular mail as indicated above. Copies of those preliminary notices are attached here for your review.



RECEIVED

JUL 10 2023

CONSUMER PROTECTION

Notice of Security Incident
June 28, 2023
Page 2

Please feel free to contact me with any questions at

Sincerely,

Daniel P. Greene Esq.
Certified Information Privacy Professional, United States (CIPP/US)
Certified Information Privacy Professional, Europe (CIPP/E)

Encl.





CARLISLE
wide plank floors®

HANDCRAFTED



IN AMERICA

May 4, 2023



RE: Important Notification Regarding Recent Security Incident

Dear [REDACTED]

Following up on our meeting regarding the recent security incident at Carlisle Wide Plank Floors ("Carlisle"), we provide instructions below on how to enroll in Experian's® credit monitoring service IdentityWorksSM.

As discussed during our meeting, our investigation into this matter is still ongoing but protecting our employees is our foremost concern, so we wanted to extend this credit monitoring offer to you as soon as we could. Once our investigation concludes, we will send you an additional letter which will provide more detail regarding the exact scope of your personal information that may have been impacted by this recent incident. In the event we are able to determine that your personal information was not impacted, we will advise you accordingly in that additional letter as well. Additionally, to the extent any of your dependents' information was impacted, we will note that in our additional letter to you and also send your dependent a separate letter notifying them accordingly and providing an offer of credit monitoring. If our investigation concludes that your dependents' information was not impacted, we will include a statement to that effect in the additional letter we send to you.

Credit Monitoring Enrollment Instructions:

To help protect your identity, Carlisle is offering a complimentary membership with Experian's® IdentityWorksSM to all active employees. There is no cost to employees to enroll and all you need to do is activate your membership and start monitoring your personal information by following the steps below:

If you have questions about the product, need assistance with identity restoration or would like an alternative to enrolling in Experian IdentityWorks online, please contact Experian's customer care team at [REDACTED] by [REDACTED]. Be prepared to provide engagement number [REDACTED] as proof of eligibility for the identity restoration services by Experian.



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IN AMERICA

ADDITIONAL DETAILS REGARDING YOUR

EXPERIAN IDENTITYWORKS MEMBERSHIP:

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

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

- **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 agents are immediately available to help you address credit and non-credit related fraud.
- **Experian IdentityWorks ExtendCARE™:** You receive the same high-level of Identity Restoration support even after your Experian IdentityWorks membership has expired.
- **Up to \$1 Million Identity Theft Insurance**:** Provides coverage for certain costs and unauthorized electronic fund transfers.

If you believe there was fraudulent use of your information and would like to discuss how you may be able to resolve those issues, please reach out to an Experian agent at [REDACTED]. If, after discussing your situation with an agent, it is determined that Identity Restoration support is needed, then an Experian Identity Restoration agent is available to work with you to investigate and resolve each incident of fraud that occurred (including, as appropriate, helping you with contacting credit grantors to dispute charges and close accounts; assisting you in placing a freeze on your credit file with the three major credit bureaus; and assisting you with contacting government agencies to help restore your identity to its proper condition). Please note that this Identity Restoration support is available to you for [REDACTED] from the date of this letter and does not require any action on your part at this time. The Terms and Conditions for this offer are located at [REDACTED]. You will also find self-help tips and information about identity protection at this site.

Sincerely,

Chris Sy

President
Carlisle Wide Plank Floors

* 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 refer to the actual policies for terms, conditions, and exclusions of coverage. Coverage may not be available in all jurisdictions.



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IN AMERICA

May 23, 2023



Notification Regarding Recent Security Incident

Dear [REDACTED],

We are writing to advise you about a recent security incident at Carlisle Wide Plank Floors ("Carlisle"), which may have impacted some of the personal information you provided during your employment with us. While our investigation into this matter is ongoing and we cannot presently confirm whether or not your personal information was actually impacted, protecting employees (both former and active) is our foremost concern. Accordingly, we have included with this letter instructions on how to enroll in Experian's® credit monitoring service IdentityWorksSM.

Once our investigation concludes, we will send you an additional letter which will provide more detail regarding the exact scope of your personal information that may have been impacted by this recent incident. In the event we are able to determine that your personal information was not impacted, we will advise you accordingly in a letter as well. Additionally, to the extent any of your dependents' information was/was not impacted, we will note that in our additional letter to you. If your dependent information was impacted they will receive a separate letter notifying them accordingly and providing an offer of credit monitoring.

Credit Monitoring Enrollment Instructions:

To help protect your identity, Carlisle is offering a complimentary membership with Experian's® IdentityWorksSM. There is no cost to you to enroll and all you need to do is activate your membership and start monitoring your personal information by following the steps below:

If you have questions about the product, need assistance with identity restoration or would like an alternative to enrolling in Experian IdentityWorks online, please contact Experian's customer care team at [REDACTED] by [REDACTED]. Be prepared to provide engagement number [REDACTED] as proof of eligibility for the identity restoration services by Experian.

**ADDITIONAL DETAILS REGARDING YOUR
MEMBERSHIP:**

EXPERIAN IDENTITYWORKS

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

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

- **Experian credit report at signup:** See what information is associated with your credit file. Daily credit reports are available for online members only.*
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- **Identity Restoration:** Identity Restoration agents are immediately available to help you address credit and non-credit related fraud.
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If you believe there was fraudulent use of your information and would like to discuss how you may be able to resolve those issues, please reach out to an Experian agent at [REDACTED]. If, after discussing your situation with an agent, it is determined that Identity Restoration support is needed, then an Experian Identity Restoration agent is available to work with you to investigate and resolve each incident of fraud that occurred (including, as appropriate, helping you with contacting credit grantors to dispute charges and close accounts; assisting you in placing a freeze on your credit file with the three major credit bureaus; and assisting you with contacting government agencies to help restore your identity to its proper condition). Please note that this Identity Restoration support is available to you for [REDACTED] from the date of this letter and does not require any action on your part at this time. The Terms and Conditions for this offer are located at [REDACTED]. You will also find self-help tips and information about identity protection at this site.

For More Information:

If you have any other questions about this letter, please call us at [REDACTED], Monday through Friday, from 8:00 a.m. to 5:00 p.m. Eastern Time (excluding some U.S. national holidays).

Sincerely,



Chris Sy
President
Carlisle Wide Plank Floors

* 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 refer to the actual policies for terms, conditions, and exclusions of coverage. Coverage may not be available in all jurisdictions.