

VEDDER PRICE.

STATE OF NH
DEPT OF JUSTICE

2015 MAR -2 AM 11:52

February 25, 2015

VIA CERTIFIED MAIL

Office of the Attorney General
Attn: Security Breach Notification
33 Capitol Street
Concord, NH 03301

Re: Notification of Cybersecurity Incident Potentially Affecting New Hampshire Residents

To Whom It May Concern:

CP Franchising, LLC ("CP") (d/b/a Cruise Planners), received information on February 2, 2015, that some franchisee, agent, and client data on its systems may have been compromised. On February 4, 2015, CP was able to determine that it may have been the victim of a cyber attack. An unauthorized person or people appear to have inserted and run malicious computer code and potentially gained access to CP's servers, potentially obtaining information that had been stored by CP Franchising in an encrypted fashion. Different data was stored for franchisees and agents on the one hand and clients on the other hand. The data that may have been affected as to franchisees and agents includes name, address, phone number, credit card number, Social Security number, taxpayer identification number, and/or bank account number. The data that may have been affected as to clients includes name, address, phone number, credit card number, email address, passport number, loyalty program number, and/or date of birth. CP's investigation is ongoing.

Although the data at issue was stored by CP in an encrypted fashion, CP believes the hacker or hackers may have decrypted the data before transferring it. CP has not yet confirmed with certainty that a breach occurred or that any information from CP's servers has been used in connection with credit card fraud or identity theft. But in the interests of those potentially affected, CP has chosen to move forward with the notification process as the forensic investigation continues. Out of an abundance of caution, CP sent notice to potentially affected data subjects (including 509 New Hampshire residents) on or around February 24, 2015, and provided credit monitoring protection through Experian.

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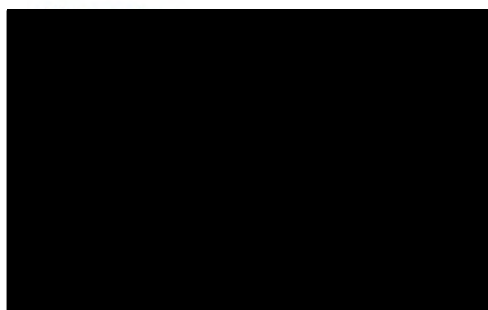
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CP also has been in communication with law enforcement and will be contacting state attorneys general and other regulatory agencies as appropriate regarding the matter. The malicious code has been removed and the hacker access has been terminated.

If you have any questions regarding the information provided, I may be contacted at the number above.



cc: CP Franchising, LLC