
From: Hoar, Sean [<mailto:SeanHoar@dwt.com>]
Sent: Thursday, August 18, 2016 8:52 PM
To: DOJ-CPB
Cc: Folkestad, Vicki
Subject: Security Incident Notice

Dear Attorney General Foster: I represent Eddie Bauer, LLC, headquartered in Bellevue, Washington. This message is being sent pursuant to N.H. Rev. Stat. §§ 359-C:19, N.H. Rev. Stat. §§ 359-C:20, and N.H. Rev. Stat. §§ 359-C:21 because Eddie Bauer determined on August 11, 2016 that 7,998 residents of New Hampshire may have had their payment card information affected by an information security incident. Eddie Bauer is in the process of notifying all affected consumers with the attached letter. Please contact me should you have any questions or require further information. Thanks. Sean.

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August 18, 2016

New Hampshire Attorney General Joseph Foster
Consumer Protection & Antitrust Bureau
Office of the Attorney General
33 Capitol Street
Concord, NH 3301

Re: Security Incident Notice

Dear Attorney General Foster:

I represent Eddie Bauer, LLC, headquartered in Bellevue, Washington. This letter is being sent pursuant to N.H. Rev. Stat §§ 359-C:19, N.H. Rev. Stat. §§ 359-C:20, and N.H. Rev. Stat. §§ 359-C:21 because Eddie Bauer determined on August 11, 2016 that 7,998 residents of New Hampshire may have had their payment card information affected by an information security incident.

Eddie Bauer determined that its retail store point of sale systems may have been accessed without authorization on July 15, 2016, but due to the sophistication of the attack and the complexity of the forensics investigation, we were not able to determine the identity of the affected cardholders until August 11, 2016. As soon as Eddie Bauer learned that its systems were affected, it engaged a digital forensics firm to investigate the matter. The investigation discovered that its point of sale systems were targeted by sophisticated malware that had also targeted restaurants, hotels, and other retailers. Payment card information used for online purchases at eddiebauer.com was not affected.

We are working closely with the FBI to identify the perpetrator(s), and will provide whatever cooperation is necessary to do so. We also notified the payment card networks so that they can coordinate with card issuing banks to monitor for fraudulent activity on cards used during the timeframe in which cards may have been compromised. We have also enhanced the security of our point of sale systems, with the goal of making it more difficult for a similar incident to occur in the future.

Eddie Bauer is in the process of notifying all affected consumers with the attached letter. As referenced in the letter, they will provide 12 months of credit monitoring and identity protection services to affected consumers through Kroll.

August 18, 2016

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Please contact me should you have any questions.

Sincerely,

Davis Wright Tremaine LLP

A handwritten signature in blue ink that reads "Sean B. Hoar". The signature is fluid and cursive, with the first name "Sean" being the most prominent.

Sean B. Hoar

cc: Domenick Gallo, General Counsel
Eddie Bauer, LLC