MULLEN COUGHLIN LLC
ATTORNEYS AT LAW

NH DEPT OF JUSTICE
MAR 27 '23 PM 3:0

426 W. Lancaster Avenue, Suite 200
Devon, PA 19333

March 23, 2023

VIA U.S. MAIL

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

Re: Notice of Data Event

To Whom It May Concern:

We represent Guidecraft, Inc. ("Guidecraft"), located at 55508 State Hwy 19, Winthrop, MN 55396, and are writing to notify your office of an incident that may affect the security of certain personal information relating to sixty seven (67) New Hampshire residents. By providing this notice, Guidecraft does not waive any rights or defenses regarding the applicability of New Hampshire law, the applicability of the New Hampshire data event notification statute, or personal jurisdiction.

Nature of the Data Event

On or about December 29, 2022, Guidecraft became aware of suspicious activity relating to its e-commerce website, www.guidecraft.com. Guidecraft quickly launched an investigation, with the assistance of third-party computer forensic specialists, to determine the nature and scope of the activity and what information may have been affected. The investigation determined that unauthorized code was entered into the website, which may have allowed an unknown actor to obtain information entered by customers on the checkout page of the website between September 21, 2021 and December 30, 2022. Once Guidecraft became aware of the suspicious activity, Guidecraft quickly worked to secure the website.

During the investigation, Guidecraft's website host inadvertently reinstalled a backup containing a copy of the unauthorized code when Guidecraft requested a copy of the backup for forensic review. This resulted the potential exposure of additional purchases made with credit/debit cards from February 7 to February 8, 2023.

Upon confirming the window of exposure, Guidecraft then worked to confirm the address information for impacted individuals and businesses. This review was recently concluded on February 23, 2023.

The information that could have been subject to unauthorized access includes

Notice to New Hampshire Residents

On or about March 23, 2023, Guidecraft provided written notice of this incident to sixty seven (67) New Hampshire residents. Written notice is being provided in substantially the same form as the letter attached here as ***Exhibit A***.

Other Steps Taken and To Be Taken

Upon discovering the event, Guidecraft moved quickly to investigate and respond to the incident, assess the security of Guidecraft systems, and identify potentially affected individuals. Guidecraft is also working to implement additional safeguards and training to its employees.

Additionally, Guidecraft is providing impacted individuals with guidance on how to better protect against identity theft and fraud, including advising individuals to report any suspected incidents of identity theft or fraud to their credit card company and/or bank. Guidecraft is providing individuals with information on how to place a fraud alert and security freeze on one's credit file, the contact details for the national consumer reporting agencies, information on how to obtain a free credit report, a reminder to remain vigilant for incidents of fraud and identity theft by reviewing account statements and monitoring free credit reports, and encouragement to contact the Federal Trade Commission, their state Attorney General, and law enforcement to report attempted or actual identity theft and fraud.

Guidecraft is providing written notice of this incident to relevant state regulators, as necessary, and to the three major credit reporting agencies, Equifax, Experian, and TransUnion.

Contact Information

Should you have any questions regarding this notification or other aspects of the data security event, please contact us at

Very truly yours,

Rebecca J. Jones of
MULLEN COUGHLIN LLC

RJJ/jc2
Enclosure

EXHIBIT A

P.O. Box 989728
West Sacramento, CA 95798-9728

<<Full_Name>>
<<ADDRESS1>>
<<ADDRESS2>>
<<CITY>>, <<STATE>> <<ZIP>>
<<Country>>

March 23, 2023

NOTICE OF <<SECURITY INCIDENT / DATA BREACH>>

Dear <<Full_Name>>:

Guidecraft, Inc. ("Guidecraft") is writing to inform you of a recent event that may have impacted some of our customers' information. This notice provides information about the incident, our response, and resources available to you to help protect your information from possible misuse, should you feel it is necessary to do so.

What Happened. On or about December 29, 2022, Guidecraft became aware of suspicious activity relating to our e-commerce website, www.guidecraft.com. We quickly launched an investigation, with the assistance of third-party computer forensic specialists, to determine the nature and scope of the activity and what information may have been affected.

What Information Was Involved. The investigation determined that unauthorized code was entered into our website, which may have allowed an unknown actor to obtain information entered by customers on the checkout page of our website between September 21, 2021 and December 30, 2022. Additionally, due to a vendor error, credit card purchases from February 7 to February 8, 2023 were also potentially exposed.

Through our review, which we completed on February 23, 2023, we determined that you made a credit/debit card transaction during the relevant timeframe. As such, the following types of your information may have been impacted:

What We Are Doing. The confidentiality, privacy, and security of information in our care are among our highest priorities, and we take this incident very seriously. Upon becoming aware of this potential event, we immediately launched an investigation and worked to secure our website. We then worked to confirm the address information for potentially impacted individuals in order to provide this notice. We also reviewed our security policies and enhanced procedures to reduce the risk of similar future events.

What You Can Do. We encourage you to remain vigilant against incidents of identity theft and fraud by reviewing your account statements and monitoring your free credit reports for suspicious activity and to detect errors. You should report any suspicious charges on your credit or debit card to the bank that issued the card or the card company, as appropriate. Please also review the enclosed *Steps You Can Take to Help Protect Your Information*, which contains information on what you can do to safeguard against possible misuse of your information should feel it is appropriate to do so.

For More Information. We understand that you may have questions about this incident that are not addressed in this letter. If you have additional questions, please contact our call center at Monday through Friday from 9:00 am to 9:00 pm Eastern Time. You may also write to Guidecraft at 55508 State Hwy 19, Winthrop, MN 55396.

Sincerely,

Gary Bilezikian, President
Guidecraft, Inc.

Steps You Can Take to Help Protect Personal Information

Monitor Your Accounts

Under U.S. law, a consumer is entitled to one free credit report annually from each of the three major credit reporting bureaus, Equifax, Experian, and TransUnion. To order your free credit report, visit www.annualcreditreport.com or call, toll-free, 1-877-322-8228. You may also directly contact the three major credit reporting bureaus listed below to request a free copy of your credit report.

Consumers have the right to place an initial or extended "fraud alert" on a credit file at no cost. An initial fraud alert is a 1-year alert that is placed on a consumer's credit file. Upon seeing a fraud alert display on a consumer's credit file, a business is required to take steps to verify the consumer's identity before extending new credit. If you are a victim of identity theft, you are entitled to an extended fraud alert, which is a fraud alert lasting seven years. Should you wish to place a fraud alert, please contact any one of the three major credit reporting bureaus listed below.

As an alternative to a fraud alert, consumers have the right to place a "credit freeze" on a credit report, which will prohibit a credit bureau from releasing information in the credit report without the consumer's express authorization. The credit freeze is designed to prevent credit, loans, and services from being approved in your name without your consent. However, you should be aware that using a credit freeze to take control over who gets access to the personal and financial information in your credit report may delay, interfere with, or prohibit the timely approval of any subsequent request or application you make regarding a new loan, credit, mortgage, or any other account involving the extension of credit. Pursuant to federal law, you cannot be charged to place or lift a credit freeze on your credit report. To request a credit freeze, you will need to provide the following information:

1. Full name (including middle initial as well as Jr., Sr., II, III, etc.);
2. Social Security number;
3. Date of birth;
4. Addresses for the prior two to five years;
5. Proof of current address, such as a current utility bill or telephone bill;
6. A legible photocopy of a government-issued identification card (state driver's license or ID card, etc.); and
7. A copy of either the police report, investigative report, or complaint to a law enforcement agency concerning identity theft if you are a victim of identity theft.

Should you wish to place a credit freeze, please contact the three major credit reporting bureaus listed below:

Equifax	**Experian**	**TransUnion**
https://www.equifax.com/personal/credit-report-services/	https://www.experian.com/help/	https://www.transunion.com/credit-help
888-298-0045	1-888-397-3742	1 (800) 916-8800
Equifax Fraud Alert, P.O. Box 105069 Atlanta, GA 30348-5069	Experian Fraud Alert, P.O. Box 9554, Allen, TX 75013	TransUnion Fraud Alert, P.O. Box 2000, Chester, PA 19016
Equifax Credit Freeze, P.O. Box 105788 Atlanta, GA 30348-5788	Experian Credit Freeze, P.O. Box 9554, Allen, TX 75013	TransUnion Credit Freeze, P.O. Box 160, Woodlyn, PA 19094

Additional Information

You may further educate yourself regarding identity theft, fraud alerts, credit freezes, and the steps you can take to protect your personal information by contacting the consumer reporting bureaus, the Federal Trade Commission, or your state Attorney General. The Federal Trade Commission may be reached at: 600 Pennsylvania Avenue NW, Washington, DC 20580; www.identitytheft.gov; 1-877-ID-THEFT (1-877-438-4338); and TTY: 1-866-653-4261. The Federal Trade Commission also encourages those who discover that their information has been misused to file a complaint with them. You can obtain further information on how to file such a complaint by way of the contact information listed above. You have the right to file a police report if you ever experience identity theft or fraud. Please note that in order to file a report with law enforcement for identity theft, you will likely need to provide some proof that you have been a victim. Instances of known or suspected identity theft should also be reported to law enforcement and your state Attorney General. This notice has not been delayed by law enforcement.

For District of Columbia residents, the District of Columbia Attorney General may be contacted at: 400 6th Street, NW, Washington, DC 20001; 202-727-3400; and oag.dc.gov.

For Maryland residents, the Maryland Attorney General may be contacted at: 200 St. Paul Place, 16th Floor, Baltimore, MD 21202; 1-410-528-8662 or 1-888-743-0023; and www.oag.state.md.us. You can obtain information about the steps you can take to avoid identity theft from the Maryland Attorney General and the Federal Trade Commission (using the contact information included above).

For New Mexico residents, you have rights pursuant to the Fair Credit Reporting Act, such as the right to be told if information in your credit file has been used against you, the right to know what is in your credit file, the right to ask for your credit score, and the right to dispute incomplete or inaccurate information. Further, pursuant to the Fair Credit Reporting Act, the consumer reporting bureaus must correct or delete inaccurate, incomplete, or unverifiable information; consumer reporting agencies may not report outdated negative information; access to your file is limited; you must give your consent for credit reports to be provided to employers; you may limit "prescreened" offers of credit and insurance you get based on information in your credit report; and you may seek damages from violator. You may have additional rights under the Fair Credit Reporting Act not summarized here. Identity theft victims and active duty military personnel have specific additional rights pursuant to the Fair Credit Reporting Act. We encourage you to review your rights pursuant to the Fair Credit Reporting Act by visiting www.consumerfinance.gov/f/201504_cfpb_summary_your-rights-under-fcra.pdf, or by writing Consumer Response Center, Room 130-A, Federal Trade Commission, 600 Pennsylvania Ave. N.W., Washington, D.C. 20580.

For New York residents, the New York Attorney General may be contacted at: Office of the Attorney General, The Capitol, Albany, NY 12224-0341; 1-800-771-7755; or https://ag.ny.gov/.

For North Carolina residents, the North Carolina Attorney General may be contacted at: 9001 Mail Service Center, Raleigh, NC 27699-9001; 1-877-566-7226 or 1-919-716-6000; and www.ncdoj.gov.

For Rhode Island residents, the Rhode Island Attorney General may be reached at: 150 South Main Street, Providence, RI 02903; www.riag.ri.gov; and 1-401-274-4400. Under Rhode Island law, you have the right to obtain any police report filed in regard to this incident. There are 36 Rhode Island residents impacted by this incident.