

May 15, 2023

RECEIVED

MAY 19 2023

VIA U.S. MAIL

CONSUMER PROTECTION

John M. Formella
Office of the Attorney General
Consumer Protection Bureau
33 Capitol Street
Concord, NH 03301

Re: Hanson Faso Sales & Marketing, Inc. – Incident Notification

Dear Mr. Formella:

McDonald Hopkins PLC represents Hanson Faso Sales & Marketing, Inc. ("HFSM") located at 1919 S. Highland Ave #204c, Lombard, IL 60148. I am writing to provide notification of an incident on behalf of HFSM that may affect the security of personal information of one (1) New Hampshire resident. By providing this notice, HFSM does not waive any rights or defenses regarding the applicability of New Hampshire law or personal jurisdiction.

HFSM detected an unauthorized party obtained access to one HFSM employee email account between approximately August 30, 2022 and October 17, 2022. Upon detecting the incident, HFSM commenced an immediate and thorough investigation. As part of the investigation, HFSM worked very closely with third party cybersecurity professionals to identify what personal information, if any, might have been present in the compromised email account.

After a thorough and detailed forensic investigation and comprehensive manual document review, HFSM determined on April 5, 2023 that the impacted email account contained a limited amount of personal information, including the affected resident's

HFSM provided the affected resident with written notification of this incident commencing on May 15, 2023, in substantially the same form as the letter attached hereto.

HFSM is not aware of any reports of identity fraud or improper use of personal information as a direct result of this incident. However, out of an abundance of caution, HFSM wanted to inform your Office (and the affected resident) of the incident. Notified individuals have been provided with 12 months of complimentary credit monitoring services. HFSM will advise the affected resident about the process for placing a fraud alert and/or security freeze on their credit files and obtaining free credit reports. The affected resident is also being provided

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with the contact information for the consumer reporting agencies and the Federal Trade Commission.

At HFSM, protecting the privacy of personal information is a top priority. HFSM is committed to maintaining the privacy of personal information in its possession and has taken precautions to safeguard it. HFSM continually evaluates and modifies its practices to enhance the security and privacy of the personal information it maintains. Since detecting the incident, HFSM has reviewed and revised its information security practices and implemented additional security measures to mitigate the chance of a similar event in the future.

Should you have any questions regarding this notification, please contact me at

Sincerely,

Dominic A. Paluzzi

Encl.



HANSON FASO
SALES & MARKETING, INC.
SPECIALIZING IN EXCEPTIONAL

<<b2b_text_2(VARIABLE HEADER)>>

<<Date>> (Format: Month Day, Year)

<<first_name>> <<middle_name>> <<last_name>> <<suffix>>
<<address_1>>
<<address_2>>
<<city>>, <<state_province>> <<postal_code>>
<<country>>

Dear <<first_name>> <<middle_name>> <<last_name>> <<suffix>>:

You are receiving this notice as a current or former employee at Hanson Faso Sales & Marketing Inc. ("HFSM"), or as a dependent of a current or former HFSM employee. At HFSM, we take the protection of your personal information very seriously. We are writing with important information regarding a data security incident HFSM has experienced. The privacy and security of the personal information we maintain is of the utmost importance to us. As such, we wanted to provide you with information about the incident and let you know that we continue to take significant measures to protect your information.

What Happened?

An unauthorized individual obtained access to one HFSM employee email account between approximately August 30, 2022 and October 17, 2022.

What We Are Doing.

Upon learning of the incident, we commenced a prompt and thorough investigation. We immediately took steps to remediate the issue and to investigate any potential unauthorized access to the email environment. As part of our investigation, we have worked very closely with third party cybersecurity professionals experienced in handling these types of incidents. After an extensive forensic investigation and manual document review, on April 5, 2023, we discovered that the impacted email account contained your personal information. Due to the limited evidence available, we were not able to definitively determine whether your personal information was accessed and/or acquired by the unauthorized individual as a result of the incident. However, we wanted to notify you of the incident out of an abundance of caution and provide you with information on how to best protect your identity.

What Information Was Involved?

The impacted email account contained some of your personal information, specifically your

What You Can Do.

We have no evidence your information has been specifically misused, however to protect you from potential misuse of your information, we are offering a complimentary one-year membership of Experian IdentityWorksSM Credit 3B. This product helps detect possible misuse of your personal information and provides you with identity protection services focused on immediate identification and resolution of identity theft. IdentityWorks Credit 3B is completely free to you and enrolling in this program will not hurt your credit score. For more information on identity theft prevention and IdentityWorks Credit 3B, including instructions on how to activate your complimentary one-year membership, please see the additional information provided in this letter.

This letter also provides other precautionary measures you can take to protect your personal information, including placing a Fraud Alert and/or Security Freeze on any credit files, and/or obtaining a free credit report. Additionally, you should always remain vigilant in reviewing your financial account statements and monitoring your free credit reports for fraudulent or irregular activity on a regular basis.

Please accept our apology that this incident occurred. We are committed to maintaining the privacy of your information and have taken many precautions to help safeguard it. We continually evaluate and modify our practices to enhance the security and privacy of the personal information in our possession, and have taken steps to further protect unauthorized access to individual records.

For More Information.

If you have any further questions regarding this incident, please call our dedicated and confidential toll-free response line that we have set up to respond to questions at . This response line is staffed with professionals familiar with this incident and knowledgeable on what you can do to help protect against misuse of your information. The response line is available Monday through Friday, 8:00 a.m. to 5:30 p.m., Central Time, excluding some U.S. holidays.

Sincerely,

Hanson Faso Sales & Marketing Inc.

- OTHER IMPORTANT INFORMATION -

1. Enrolling in Complimentary 12-Month Credit Monitoring.

To help protect your identity, we are offering a complimentary 12-month membership of Experian's® IdentityWorksSM. This product provides you with superior identity detection and resolution of identity theft. To activate your membership and start monitoring your personal information please follow the steps below:

- Ensure that you **enroll by:** <<b2b_text_6(activation deadline)>> (Your code will not work after this date.)
- **Visit** the Experian IdentityWorks website to enroll:
- Provide your **activation code:** <<activation code s_n>>

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 by <<b2b_text_6(activation deadline)>>. Be prepared to provide engagement number <<b2b_text_3(engagement number)>> as proof of eligibility for the identity restoration services by Experian.

**ADDITIONAL DETAILS REGARDING YOUR 12-MONTH 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, Equifax and Transunion files for indicators of fraud.
- **Identity Restoration:** Identity Restoration specialists 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 1-877-288-8057. 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 12 months 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 www.ExperianIDWorks.com/restoration. You will also find self-help tips and information about identity protection at this site.

2. Placing a Fraud Alert

Whether or not you choose to use the complimentary 12-month credit monitoring services, we recommend that you place a one year "Fraud Alert" on your credit files, at no charge. A fraud alert tells creditors to contact you personally before they open any new accounts. To place a fraud alert, call any one of the three major credit bureaus at the numbers listed below. As soon as one credit bureau confirms your fraud alert, they will notify the others.

Equifax

P.O. Box 105069

Atlanta, GA 30348-5069

<https://www.equifax.com/personal/credit-report-services/credit-fraud-alerts/>

(800) 525-6285

Experian

P.O. Box 9554

Allen, TX 75013

<https://www.experian.com/fraud/center.html>

(888) 397-3742

TransUnion

Fraud Victim Assistance Department

P.O. Box 2000

Chester, PA 19016-2000

<https://www.transunion.com/fraud-alerts>

(800) 680-7289

3. **Consider Placing a Security Freeze on Your Credit File**

If you are very concerned about becoming a victim of fraud or identity theft, you may request a "Security Freeze" be placed on your credit file at no cost. A security freeze prohibits, with certain specific exceptions, the consumer reporting agencies from releasing your credit report or any information from it without your express authorization. You may place a security freeze on your credit report by sending a request in writing, by mail, to all three nationwide credit reporting companies. To find out more on how to place a security freeze, you can use the following contact information:

Equifax Security Freeze

P.O. Box 105788

Atlanta, GA 30348-5788

[https://www.equifax.com/personal/](https://www.equifax.com/personal/credit-report-services/credit-freeze/)

[credit-report-services/credit-freeze/](https://www.equifax.com/personal/credit-report-services/credit-freeze/)

(888)-298-0045

Experian Security Freeze

P.O. Box 9554

Allen, TX 75013

<http://experian.com/freeze>

(888) 397-3742

TransUnion Security Freeze

P.O. Box 160

Woodlyn, PA 19094

[https://www.transunion.com/credit-](https://www.transunion.com/credit-freeze)

[freeze](https://www.transunion.com/credit-freeze)

(888) 909-8872

In order to place the security freeze, you'll need to supply your name, address, date of birth, Social Security number and other personal information. After receiving your freeze request, each credit reporting company will send you a confirmation letter containing a unique PIN (personal identification number) or password. Keep the PIN or password in a safe place. You will need it if you choose to lift the freeze.

If you do place a security freeze *prior* to enrolling in the credit monitoring service as described above, you will need to remove the freeze in order to sign up for the credit monitoring service. After you sign up for the credit monitoring service, you may refreeze your credit file.

4. **Obtaining a Free Credit Report**

Under federal law, you are entitled to one free credit report every 12 months from each of the above three major nationwide credit reporting companies. Call 1-877-322-8228 or request your free credit reports online at www.annualcreditreport.com. Once you receive your credit reports, review them for discrepancies. Identify any accounts you did not open or inquiries from creditors that you did not authorize. Verify all information is correct. If you have questions or notice incorrect information, contact the credit reporting company.

5. **Additional Helpful Resources**

Even if you do not find any suspicious activity on your initial credit reports, the Federal Trade Commission (FTC) recommends that you check your credit reports periodically. Checking your credit report periodically can help you spot problems and address them quickly.

If you find suspicious activity on your credit reports or have reason to believe your information is being misused, call your local law enforcement agency and file a police report. Be sure to obtain a copy of the police report, as many creditors will want the information it contains to absolve you of the fraudulent debts. You may also file a complaint with the FTC by contacting them on the web at www.ftc.gov/idtheft, by phone at 1-877-IDTHEFT (1-877-438-4338), or by mail at Federal Trade Commission, Consumer Response Center, 600 Pennsylvania Avenue, NW, Washington, DC 20580. Your complaint will be added to the FTC's Identity Theft Data Clearinghouse, where it will be accessible to law enforcement for their investigations. In addition, you may obtain information from the FTC about fraud alerts and security freezes.

If your personal information has been used to file a false tax return, to open an account or to attempt to open an account in your name, or to commit fraud or other crimes against you, you may file a police report in the city in which you currently reside.

New York Residents: You may obtain information about preventing identity theft from the New York Attorney General's Office: Office of the Attorney General, The Capitol, Albany, NY 12224-0341; <https://ag.ny.gov/consumer-frauds-bureau/identity-theft>; Telephone: 800-771-7755.