

LEWIS  
BRISBOIS  
BISGAARD  
& SMITH LLP

STATE OF NH  
DEPT OF JUSTICE  
2014 DEC -4 AM 11:57

December 1, 2014

Attorney General - Joseph Foster  
Office of the New Hampshire Attorney  
General  
Attn: Security Breach Notification  
33 Capital Street  
Concord, NH 03301

Re: Notice of Data Security Event

Dear Mr. Foster:

We represent the Holiday Motel, 222 Hastings Hill, St. Johnsbury, VT 05819, and are writing to notify you of a data security incident that compromised the security of personal information of ninety-three (93) New Hampshire residents. The Holiday Motel's investigation into this event is ongoing, and this notice will be supplemented with any new significant facts learned subsequent to its submission. By providing this notice, the Holiday Motel does not waive any rights or defenses regarding the applicability of New Hampshire law or personal jurisdiction.

#### Nature of the Data Security Event

On September 22, 2014, the Holiday Motel learned of potential unauthorized access to its computer systems. Upon discovering this issue, the Holiday Motel *immediately launched* an investigation into this matter and took steps to prevent any further unauthorized access. To assist with this investigation, independent computer forensic experts were retained to review our systems and to determine what information may have been accessed without authorization. Additionally, the Holiday Motel has been working with law enforcement to investigate this matter. Although the investigation is ongoing, it has been determined that malware was placed on the Holiday Motel's computer system leading to the unauthorized access of certain pieces of guests' personal information. The information accessed included our guests' names, addresses, phone numbers, email addresses (if provided), credit card numbers and credit card expiration dates.



Since learning of the potential unauthorized access, the Holiday Motel reviewed all computer systems and contained the malware. The unauthorized access to the Holiday's Motel system has stopped. Additionally, the Holiday Motel closed on October 13, 2014.

#### Notice to New Hampshire Residents

On November 28, 2014, the Holiday Motel began notifying affected guests, including ninety-three (93) New Hampshire residents, about this incident and the steps they can take to protect themselves. Written notice was provided in substantially the same form as the letter attached here as Exhibit A. The Holiday Motel also provided written notice of this incident to statewide media and posted a copy of the written notice on its website.

#### Other Steps Taken and To Be Taken

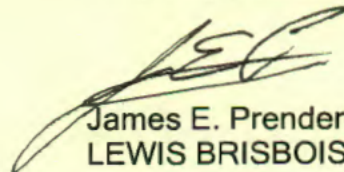
The Holiday Motel takes this matter, and the security of the personal information in its care, seriously and has taken measures to ensure that this type of exposure does not occur again. The Holiday Motel has since closed and its computer systems were shut down after the malware was removed.

In addition to providing written notice of this incident to affected individuals as described above, each affected individual is being offered access to one free year of credit monitoring and identity restoration services provided through Experian. The Holiday Motel is providing each individual with information on how to protect against identity theft and fraud. The Holiday Motel is also working with federal law enforcement. Further, the Holiday Motel is providing written notice of this incident to other state regulators, the card brands, and consumer reporting agencies where required.

#### Contact Information

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

Very truly yours,



James E. Prendergast of  
LEWIS BRISBOIS BISGAARD & SMITH LLP

JEP:lm

# EXHIBIT A



# Holiday Motel

222 Hastings HL • St. Johnsbury VT 05819

November 28, 2014

##A6230-L01-0000001 T- 00000 \*\*\*\*\*SCH 3-DIGIT 155



RE: Notice of Data Security Incident

Dear

We are writing to notify you of a data security incident that may affect the security of your personal information, and to make you aware of resources available to support you.

On September 22, 2014, we learned of potential unauthorized access to our computer systems. Upon discovering this issue, we immediately launched an investigation into this matter and took steps to prevent any further unauthorized access. To assist with this investigation, independent computer forensic experts have been retained to review our systems and to determine what information may have been accessed without authorization. Additionally, we have been working with law enforcement to investigate this matter. Although our investigation is ongoing, we have determined that malware was placed on our system leading to the unauthorized access of certain pieces of your personal information, including your name, address, phone number, email address (if provided), credit card number and credit card expiration date. We therefore wanted to provide you with certain resources that you can use to protect yourself should you feel it is appropriate to do so.

To help protect your identity, we are offering a complimentary one-year membership of Experian's® ProtectMyID® Elite. This product helps detect possible misuse of your personal information and provides you with superior identity protection support focused on immediate identification and resolution of identity theft.

#### Activate ProtectMyID Now in Three Easy Steps

1. ENSURE That You Enroll By: February 28, 2015 (Your code will not work after this date.)
2. VISIT the ProtectMyID Web Site to enroll: [www.protectmyid.com/enroll](http://www.protectmyid.com/enroll)
3. PROVIDE Your Activation Code:

If you have questions or need an alternative to enrolling online, please call 877-441-6943 and provide engagement #: PC90442.

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You may also take action directly to further protect against possible identity theft or other financial loss. We encourage you to be vigilant by reviewing your account statements regularly and monitoring your credit reports for suspicious activity. Under U.S. law, you are entitled to one free credit report annually

(OVER PLEASE)



from each of the three major credit bureaus. To order your free credit report, visit [www.annualcreditreport.com](http://www.annualcreditreport.com) or call, toll-free, 1-877-322-8228. You may also contact the three major credit bureaus directly to request a free copy of your credit report.

At no charge, you can also have these credit bureaus place a "fraud alert" on your file that alerts creditors to take additional steps to verify your identity prior to granting credit in your name. Note, however, that because it tells creditors to follow certain procedures to protect you, it may also delay your ability to obtain credit while the agency verifies your identity. As soon as one credit bureau confirms your fraud alert, the others are notified to place fraud alerts on your file. Should you wish to place a fraud alert, or should you have any questions regarding your credit report, please contact any one of the agencies listed below. Information regarding security freezes is also available from these agencies.

Equifax  
P.O. Box 105069  
Atlanta, GA 30348  
800-525-6285  
[www.equifax.com](http://www.equifax.com)

Experian  
P.O. Box 2002  
Allen, TX 75013  
888-397-3742  
[www.experian.com](http://www.experian.com)

TransUnion  
P.O. Box 2000  
Chester, PA 19022-2000  
800-680-7289  
[www.transunion.com](http://www.transunion.com)

You can further educate yourself regarding identity theft, fraud alerts, and the steps you can take to protect yourself, by contacting the Federal Trade Commission. **For North Carolina residents**, the Attorney General can be contacted at 9001 Mail Service Center, Raleigh, NC 27699-9001, 1-919-716-6400, [www.ncdoj.gov](http://www.ncdoj.gov). **For Maryland residents**, the Attorney General can be contacted at 200 St. Paul Place, 16<sup>th</sup> Floor, Baltimore, MD 21202, (888) 743-0023, [www.oag.state.md.us](http://www.oag.state.md.us). The Federal Trade Commission can be reached at: 600 Pennsylvania Avenue NW, Washington, DC 20580, [www.ftc.gov/bcp/edu/microsites/idtheft/](http://www.ftc.gov/bcp/edu/microsites/idtheft/), 1-877-ID-THEFT (877-438-4338); TTY: 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. Instances of known or suspected identity theft should also be reported to law enforcement.

The security of our guests' personal information is one of our highest priorities. We are sorry for any inconvenience and concern this incident may cause you. Should you have any questions about the content of this letter, enrollment in Experian's® ProtectMyID® Elite or ways you can protect yourself from the possibility of identity theft, please call our confidential hotline between 9 a.m. and 7 p.m. EST, Monday to Friday at 1-877-237-7408. Please use reference number 9011111914 when calling.

Sincerely,



Dwaine Smith,  
Holiday Motel