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DOJADMIN

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May 19, 2015

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

Re: Notice of Data Event

Dear Sir/Madam:

We represent Hotel Beacon, located at 2130 Broadway at 75th Street, New York, NY 10023. We are writing to notify you of a data security event that may have compromised the security of personal information of nine (9) New Hampshire residents. Hotel Beacon's investigation into this event is ongoing, and this notice may be supplemented with new significant facts learned subsequent to this submission. By providing this notice, Hotel Beacon does not waive any rights or defenses regarding the applicability of New Hampshire law or jurisdiction.

Nature of the Data Security Incident

On March 25, 2015, the Hotel Beacon confirmed that the security of payment card processing systems used at the Hotel Beacon had been compromised by a third-party intruder. This incident affected guests who stayed with the hotel and used payment cards for lodging between January 8, 2015 and March 25, 2015, as well as 141 other guests whose stay was not during this timeframe but whose information was stored in Hotel Beacon's. We have determined that guests' credit card information, including the cardholder name, number, expiration date, and CVV number, was affected by this incident.

Notice to New Hampshire Residents

Although Hotel Beacon's investigation is ongoing, it has determined that personal information of nine (9) New Hampshire residents was contained in certain files on the drive at the time of the loss. Notice was mailed to these nine (9) New Hampshire residents on May 15, 2015, in substantially the same form as the letter attached as Exhibit "A."

Other Steps Taken and To Be Taken

Hotel Beacon takes this matter and the security of the personal information in its care, seriously. Hotel Beacon retained forensics experts to confirm the nature of this incident and the full scope of affected individuals. In addition to providing written notice of this incident to affected individuals as described above, these New Hampshire individuals will be offered access to one (1) free year of identity protection services and identity restoration services. Hotel Beacon is also providing these individuals with information on how to protect against identity theft and fraud. Hotel Beacon is providing written notice of this incident to other United States and international regulators as required by law.

Hotel Beacon has taken and is taking measures to minimize the risk of similar data incidents from occurring in the future by reviewing its systems, replacing the affected hardware, and appropriate remediation. Hotel Beacon has replaced the affected server and continues to monitor its payment card processing environment for any signs of unauthorized access.

Contact Information

Should you have any questions regarding this notification or other aspects of the data security incident, please contact us at 215-977-4058.

Very truly yours,



James E. Prendergast of
LEWIS BRISBOIS BISGAARD & SMITH LLP

JEP:sn

Encl.

cc: Thomas J. Travers, Hotel Beacon



Return Mail Processing Center
PO Box 6336
Portland, OR 97228-6336

<<mail id>>
<<Name1>>
<<Name2>>
<<Address1>>
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<<City>><<State>><<Zip>>
<<Foreign Country>>

<<Date>>

Dear <<First Name>> <<Last Name>>:

The Hotel Beacon is writing to inform you of an incident that may affect the security of some of your personal information. We are providing this notice to you so that you may monitor your financial statements and take steps to protect your information.

What happened? On March 25, 2015, the Hotel Beacon confirmed that the security of payment card processing systems used at the Hotel Beacon had been compromised by a third-party intruder. We recommend that guests who stayed with the hotel and used payment cards for lodging between January 8, 2015 and March 25, 2015 should review their payment card statements for signs of unusual activity. We have determined your credit card information, including the number, expiration date, and CVV number, was affected by this incident.

What We Are Doing. The Hotel Beacon takes the security of personal information in its possession seriously. We are providing you with helpful information on protection against identity theft and fraud, as well as access to one free year of credit monitoring and identity restoration services. We have also reviewed our systems and are taking steps to prevent the risk of similar future data incidents.

What You Can Do. We are enclosing helpful information to help you protect against identity theft and fraud. You can also enroll to receive the free year of credit monitoring and identity restoration services we are offering. Please see the enclosed Notice of Privacy Safeguards for enrollment instructions.

The Hotel Beacon sincerely apologizes for the inconvenience and concern that this has caused you. We remain committed to the security of personal information for our policyholders and their beneficiaries. We have established a confidential call line to assist you with questions regarding the incident and steps you may take to protect your information. This confidential call line can be reached at (503) 597-7699 Monday through Friday, 9:00 a.m. to 7:00 p.m. EST.

Sincerely,

Thomas J. Travers
General Manager

As described in our enclosed Notice of Privacy Safeguards, you have privacy rights under a state law that protects personal information. You may find out more about your privacy rights, safeguarding your identity, and enrolling in the complimentary membership to Experian's® ProtectMyID® Alert by reading the enclosed Notice.

**THE HOTEL BEACON
NOTICE OF PRIVACY SAFEGUARDS**

The Hotel Beacon takes this matter, and the security of personal information entrusted to it, very seriously. In order to help further safeguard against any potential misuse of your personal information, we are offering you access to a **complimentary** one-year membership of Experian's® ProtectMyID® Alert. 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: **May 11, 2016** (Your code will not work after this date.)
2. VISIT the ProtectMyID Web Site to enroll: <http://www.protectmyid.com/redeem>
3. PROVIDE your Activation Code: [code]

If you have questions or need an alternative to enrolling online, please call 877-371-7902 and provide engagement #: # **PC94078**

Once your ProtectMyID membership is activated, you will receive the following features:

- Free copy of your Experian credit report
- Surveillance alerts for daily bureau credit monitoring and alerts of key changes & suspicious activity found on your Experian credit report.
- Identity Theft Resolution & ProtectMyID ExtendCARE: Toll-free access to US-based customer care and a dedicated Identity Theft Resolution agent who will walk you through the process of fraud resolution from start to finish for seamless service. They will investigate each incident; help with contacting credit grantors to dispute charges and close accounts including credit, debit and medical insurance cards; assist with freezing credit files; contact government agencies.
- ProtectMyId ExtendCARE: It is recognized that identity theft can happen months and even years after a data breach. To offer added protection, you will receive ExtendCARE™, which provides you with the same high-level of Fraud Resolution support even after your ProtectMyID membership has expired.
- \$1 Million Identity Theft Insurance*: Immediately covers certain costs including, lost wages, private investigator fees, and unauthorized electronic fund transfers

Once your enrollment in ProtectMyID is complete, you should carefully review your credit report for inaccurate or suspicious items. If you have any questions about ProtectMyID, need help understanding something on your credit report or suspect that an item on your credit report may be fraudulent, please contact Experian's customer care team at 877-297-7780.

In addition to enrolling and receiving the monitoring services described above, we encourage you to remain vigilant, to review your account statements, and to monitor your credit reports and explanation of benefits forms for suspicious activity. Under U.S. law you are entitled to one free credit report annually from each of the three major credit reporting bureaus. To order your free credit report, visit 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.

Equifax
P.O. Box 105069
Atlanta, GA 30348
800-525-6285
www.equifax.com

Experian
P.O. Box 2002
Allen, TX 75013
888-397-3742
www.experian.com

TransUnion
P.O. Box 2000
Chester, PA 19022-2000
800-680-7289
www.transunion.com

You can further educate yourself regarding identity theft, security freezes, and the steps you can take to protect yourself, by contacting the Federal Trade Commission or your state Attorney General. **For Maryland residents**, the Attorney General can be contacted at 200 St. Paul Place, 16th Floor, Baltimore, MD 21202, (888) 743-0023, www.oag.state.md.us. **For North Carolina residents**, the Attorney General can be contacted at 9001 Mail Service Center, Raleigh, NC 27699-9001, (919) 716-6400, www.ncdoj.gov. The Federal Trade Commission can be reached at: 600 Pennsylvania Avenue NW, Washington, DC 20580, 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. Please note that this notice was not delayed because of law enforcement.