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December 13, 2013

Attorney General Michael A. Delaney  
Office of the New Hampshire Attorney General  
Attn: Security Breach Notification  
33 Capitol Street  
Concord, NH 03301

**Re: Huntington's Disease Society of America — Notice of Data Security Event**

Dear Mr. Delaney:

We represent the Huntington's Disease Society of America (“HDSA”), 505 Eighth Avenue, Suite 902, New York, NY 10018, and are writing to notify you of a data event that may affect the security of personal information of one (1) New Hampshire resident. HDSA’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, HDSA does not waive any rights or defenses regarding the applicability of New Hampshire law or personal jurisdiction.

**Nature of the Data Security Event**

On October 2, 2013, HDSA was informed that one of its chapter treasurers had misplaced an electronic media storage device, or “thumb drive” which contained names, addresses, potentially photocopies of checks, and credit card numbers provided to HDSA by donors, between November of 2012 and September of 2013. The treasurer could not recall if a photocopy of the check were on the thumb drive, but he confirmed that there would have been one (1) New Hampshire resident’s check information on it.

The information on the thumb drive was uploaded to HDSA’s extranet at the end of each month. Therefore, HDSA is confident that their system contains all the numerical data that was contained on the thumb drive and the entire universe of possible exposures, including the New Hampshire resident’s check.

Upon discovering the loss of the thumb drive, HDSA immediately commenced an internal investigation into the incident with our assistance to determine what data was contained on the thumb drive. HDSA engaged us data security legal counsel to assist with the investigation of, and response to, the incident. HDSA verified that the information on the thumb drive was automatically uploaded to HDSA’s extranet. Consequently, HDSA has a complete copy of all of



the numerical information on the thumb drive. HDSA will preserve a copy of the extranet files, so that any and all evidence is preserved. HDSA also reported the incident to its Cybersecurity insurer and is currently in the process of reporting the incident to relevant federal and state agencies.

We have no evidence that the thumb drive has been accessed by any unauthorized person; the thumb drive was lost and may have been accidentally destroyed.

#### **Notice to New Hampshire Resident**

HDSA is concurrently written notice of potential misuse of this information to the one (1) New Hampshire resident on or about December 13, 2013, in substantially the same form as the letter attached here as *Exhibit A*.

#### **Other Steps Taken and To Be Taken**

In addition to providing written notice of this incident to the individual whose information has been misplaced, HDSA is offering this individual access to one (1) year of credit monitoring services and identity restoration services. HDSA is providing this individual with information on how to protect against identity theft and fraud. HDSA is also providing written notice of this incident to other state regulators, and to the national consumer reporting agencies.

#### **Contact Information**

Should you have any questions regarding this notification or other aspects of the data security event, please contact us at 215-335-4565.

Sincerely,

G. F.

Gerald Francese, Esquire  
Partner

cc: Huntington's Disease Society of America

**EXHIBIT A**

**(on the following page)**

[Name ]  
[ Address ]  
[ City, State Zip ]

Dear \_\_\_\_\_:

Huntington's Disease Society of America ("HDSA") is writing to inform you that on October 2, 2013, an incident occurred that may affect the security of your personal information.

On October 2, 2013, the HDSA was informed that one of its chapter treasurers had misplaced a thumb drive which he believed may have contained names, addresses, photocopies of checks, and credit card numbers provided to HDSA by donors, between November of 2012 and September of 2013. HDSA reported the incident to its Cybersecurity insurer and is currently in the process of reporting the incident to relevant federal and state agencies. HDSA also commenced an internal investigation and engaged data security legal counsel to assist in the investigation of, and response to, this incident. Although these investigations are ongoing, it appears that the security of your bank account information and name may have been compromised as a result of the incident.

We take this matter, and the security of your personal information, seriously. Although we have found no evidence of any actual or attempted misuse of your personal information, HDSA retained Experian to provide—at no cost to you—a membership for up to one (1) year to its ProtectMyID™ Alert identity monitoring and identity recovery services. This product helps detect possible misuse of your personal information and provides you with superior identity protection services focused on immediate identification and resolution of identity theft. Follow the instructions below to enroll and receive these services:

1. **ENSURE** that you enroll by: XXXXXX.
2. **VISIT** the ProtectMyID™ Web Site: <http://protectmyid.com/redeem>, or call XXX-XXX-XXXX to enroll.
3. **PROVIDE** your activation code: XXXXXXXXXXX.

Once your ProtectMyID™ membership is activated, your credit reports will be monitored daily for 50 leading indicators of identity theft. You will also receive timely Credit Alerts from ProtectMyID™ on any key changes in your credit reports which could include new inquiries, new credit accounts, medical collections and changes to public records.

ProtectMyID™ provides you with powerful identity protection that will help detect, protect and resolve potential identity theft. In the case that identity theft is detected, ProtectMyID™ will assign a dedicated U.S.-based Identity Theft Resolution Agent who will walk you through the process of fraud resolution from start to finish for seamless service. You will also receive ExtendCARE™, which provides you with the same high-level of Fraud Resolution support even after your ProtectMyID™ membership has expired.

Your complimentary 12-month ProtectMyID™ membership includes:

- **Credit Report:** A free copy of your Experian credit report.
- **Daily Credit Monitoring:** Alerts you of suspicious activity including new inquiries, newly opened accounts, delinquencies, or medical collections found on your Experian, Equifax, and TransUnion credit reports.
- **Identity Theft Resolution:** If you have been a victim of identity theft, you will be assigned a dedicated, U.S.-based Experian Identity Theft Resolution Agent who will walk you through the fraud resolution process, from start to finish.
- **ExtendCARE:** Full access to the same personalized assistance from a highly-trained Fraud Resolution Agent even after your initial ProtectMyID™ membership expires.
- **\$1 Million Identity Theft Insurance:** As a ProtectMyID™ member, you are immediately covered by a \$1 Million insurance policy that can help you cover 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 1-XXX-XXX-XXXX.

To further protect against possible identity theft or other financial loss, we encourage you to remain vigilant, to review your account statements, and to monitor your credit reports 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](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.

Equifax Security  
P.O. Box 105788  
Atlanta, GA 30348

FreezeExperian Security Freeze  
P.O. Box 9554  
Allen, TX 75013

TransUnion Security Freeze  
Fraud Victim Assistance Dept.  
P.O. Box 6790  
Fullerton, CA 92834

You can also further educate yourself regarding identity theft, and the steps you can take to protect yourself, by contacting your state Attorney General or the Federal Trade Commission.

The Federal Trade Commission also encourages those who discover that their information has been misused to file a complaint with them. 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 (1-877-438-4338); TTY: 1-866-653-4261. Instances of known or suspected identity theft should also be reported to law enforcement.

We apologize for any inconvenience or concern that this may have caused you. The safety and security of your personal information remains a top priority of ours. We've established a confidential inquiry line, staffed with professionals trained in identity and credit protection and restoration, and familiar with this incident and the contents of this letter. This confidential inquiry line is available Monday through Friday, 8:00 a.m. to 5:00 p.m. P.S.T. at 877-215-9747. Please provide reference number 4022070113 when calling.

Very truly yours,

Louise Vetter  
Chief Executive Officer