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STATE OF NH
DEPT OF JUSTICE

2015 JUN -4 AM 9:27

James A. Harvey

Direct Dial: 404-881-7328

Email: jim.harvey@alston.com

June 3, 2015

VIA OVERNIGHT DELIVERY

Office of the Attorney General
Consumer Protection and Antitrust Bureau
33 Capitol Street
Concord, NH 03301

Re: Security Breach Notification Letter

To Whom it May Concern:

We are writing on behalf of our client, Intimacy Management Company ("Intimacy"). On May 5, 2015, Intimacy discovered that its ecommerce server had been compromised by a criminal intruder. As a result, personal information of its U.S. customers who placed or attempted to place an order at myintimacy.com between December 15th, 2014 and April 30th, 2015 may have been misappropriated.

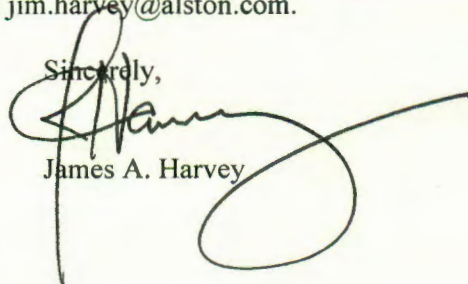
Information that may have been obtained included name, address, credit card number, credit card expiry date and the CVV code supplied to Intimacy by customers between December 15, 2014 and April 30, 2015.

On June 4, 2015, Intimacy will mail the attached notification letter to the three potentially-affected individuals in your state. In addition to notifying the potentially-affected individuals of this incident, Intimacy has notified law enforcement.

In order to minimize any potential impact from this incident, Intimacy is offering one year of credit monitoring, call center support and up to \$1 million dollars of identity protection insurance through Equifax Personal Solutions at no cost to each of the potentially-affected individuals. In addition, Intimacy is enhancing its security policies, procedures and practices as a result of this event to minimize the risk of such an incident reoccurring.

If you have any questions regarding this incident, or if you desire further information or assistance, please call 404-881-7000 or email jim.harvey@alston.com.

Sincerely,



James A. Harvey

Attachment

INTIMACY

{bra fit stylists}

STATE OF NH
DEPT OF JUSTICE
2015 JUN -4 AM 9:27

Intimacy Management Company
3980 Dekalb Technology Parkway, Suite #760
Atlanta, GA 30340

June 4, 2015

Dear [INSERT AFFECTED INDIVIDUAL NAME]:

We are writing to notify you of a recent event that may have affected your personal information. On May 5, 2015, we discovered that our ecommerce server had been compromised by a criminal intruder. As a result, personal information of our U.S. customers who placed or attempted to place an order at myintimacy.com between December 15th, 2014 and April 30th, 2015 may have been misappropriated. We are contacting you because you placed or attempted to place an order during that time period.

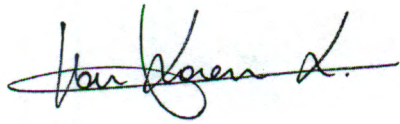
Our investigation into the incident has revealed that the criminal intruder inserted software code on the ecommerce server that may have resulted in unauthorized acquisition of your personal information, including your name, credit card number, credit card expiration date and card verification value. INTIMACY continues to actively investigate the matter and is working with law enforcement. This letter has not been delayed by a law enforcement investigation.

As a precautionary measure to safeguard your information from potential misuse, we have partnered with Equifax® to provide its Credit Watch™ Gold with 3-in-1 Monitoring identity theft protection product for one year at no charge to you. A description of this product is provided in the attached material, which also contains instructions about how to enroll (including your personal activation code). If you choose to take advantage of this product, it will provide you with a notification of any changes to your credit information, \$1 million Identity Fraud Expense Coverage and access to your credit report. You must complete the enrollment process by September 10, 2015.

Regardless of whether you take advantage of the identity theft protection and credit monitoring services available from Equifax, please review the information in the enclosed Reference Guide to learn about additional steps you can take to monitor and protect against unauthorized use of your personal information.

We deeply regret that this incident occurred and apologize for any inconvenience that this may cause you. The security of your personal information is important to INTIMACY. Please be assured that we are enhancing our security policies, procedures and practices as a result of this event to minimize the risk of such an incident reoccurring. We greatly appreciate your understanding. For additional information, you may contact Intimacy Customer Service at 678-244-0512, or email us at contactus@myintimacy.com.

Sincerely,

A handwritten signature in black ink, appearing to read "Lode Van Laere". The signature is fluid and cursive, with a long horizontal stroke at the end.

Lode Van Laere

President and C.E.O.
Intimacy Management LLC

Reference Guide - U.S. State Notification Requirements

For residents of California, Hawaii, Illinois, Iowa, Maryland, Michigan, Missouri, North Carolina, Oregon, Vermont, Virginia, West Virginia, and Wyoming:

It is recommended by state law that you remain vigilant for incidents of fraud and identity theft by reviewing credit card account statements and monitoring your credit report for unauthorized activity. You may obtain a copy of your credit report, free of charge, whether or not you suspect any unauthorized activity on your account by contacting any one or more of the national consumer reporting agencies listed below. They can also provide you with information about fraud alerts and security freezes.

Equifax P.O. Box 740241 Atlanta, GA 30348 1-800-685-1111 www.equifax.com	Experian P.O. Box 2104 Allen, TX 75013 1-888-397-3742 www.experian.com	TransUnion P.O. Box 6790 Fullerton, CA 92834-6790 1-877-322-8228 www.transunion.com
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For residents of Iowa:

State law advises you to report any suspected identity theft to law enforcement or to the Attorney General.

For residents of Oregon:

State laws advise you to report any suspected identity theft to law enforcement, as well as the Federal Trade Commission.

For residents of Illinois, Maryland and North Carolina:

State laws require us to tell you that you can obtain information from the Federal Trade Commission about steps you can take to avoid identity theft (including how to place a fraud alert or security freeze). If you are a Maryland or North Carolina resident, you may also be able to obtain this information from your state's Attorney General.

MD Attorney General's Office Consumer Protection Division 200 St. Paul Place 9001 Baltimore, MD 21202 1-888-743-0023 www.oag.state.md.us	NC Attorney General's Office Consumer Protection Division Mail Service Center Raleigh, NC 27699-9001 1-877-566-7226 http://www.ncdoj.gov/	Federal Trade Commission Consumer Response Center 600 Pennsylvania Avenue, NW Washington, DC 20580 1-877-IDTHEFT (438-4338) www.ftc.gov/bcp/edu/microsites/idtheft
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For residents of Massachusetts and West Virginia:

State laws require us to inform you of your right to obtain a police report if you are a victim of identity theft. You also have the right to place a security freeze on your credit report. A security freeze is intended to prevent credit, loans and services from being approved in your name without your consent; however, using a security freeze may delay your ability to obtain credit.

To place a security freeze on your credit report, you need to send a request to a consumer reporting agency by certified mail, overnight mail, or regular stamped mail. The following information must be included when requesting a security freeze (note that if you are requesting a credit report for your spouse, this information must be provided for him/her as well): (1) full name, with middle initial and any suffixes; (2) Social Security number; (3) date of birth; (4) current address and any previous addresses for the past five years; and (5) any applicable incident report or complaint with a law enforcement agency or the Registry of Motor Vehicles. The request must also include a copy of a government-issued identification card and a copy of a recent utility bill or bank or insurance statement. It is essential that each copy be legible, display your name and current mailing address, and the date of issue. The consumer reporting agency may charge a fee of up to \$5.00 to place a freeze or lift or remove a freeze, unless you are a victim of identity theft or the spouse of a victim of identity theft, and you have submitted a valid police report relating to the identity theft incident to the consumer reporting agency.

Equifax Security Freeze P.O. Box 105788 Atlanta, GA 30348 www.equifax.com	Experian Security Freeze P.O. Box 9554 Allen, TX 75013 www.experian.com	TransUnion (FVAD) P.O. Box 6790 Fullerton, CA 92834-6790 www.transunion.com
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Activation Code: INSERT Credit Monitoring Code

About the Equifax Credit Watch™ Gold with 3-in-1 Monitoring identity theft protection product

Equifax Credit Watch will provide you with an “early warning system” to changes to your credit file and help you to understand the content of your credit file at the three major credit-reporting agencies. Note: You must be over age 18 with a credit file in order to take advantage of the product.

Equifax Credit Watch provides you with the following key features and benefits:

- Comprehensive credit file monitoring and automated alerts of key changes to your **Equifax, Experian, and TransUnion** credit reports
- Wireless alerts and customizable alerts available (available online only)
- One 3-in-1 Credit Report and access to your Equifax Credit Report™
- Up to \$1 million in identity theft insurance ¹ with \$0 deductible, at no additional cost to you
- 24 by 7 live agent Customer Service to assist you in understanding the content of your Equifax credit information, to provide personalized identity theft victim assistance and in initiating an investigation of inaccurate information.
- 90 day Fraud Alert ² placement with automatic renewal functionality* (available online only)

How to Enroll: You can sign up online or over the phone

To sign up online for **online delivery** go to www.myservices.equifax.com/tri

1. **Welcome Page:** Enter the Activation Code provided at the top of this page in the “Activation Code” box and click the “Submit” button.
2. **Register:** Complete the form with your contact information (name, gender, home address, date of birth, Social Security Number and telephone number) and click the “Continue” button.
3. **Create Account:** Complete the form with your email address, create a User Name and Password, check the box to accept the Terms of Use and click the “Continue” button.
4. **Verify ID:** The system will then ask you up to four security questions to verify your identity. Please answer the questions and click the “Submit Order” button.
5. **Order Confirmation:** This page shows you your completed enrollment. Please click the “View My Product” button to access the product features.

To sign up for **US Mail delivery**, dial 1-866-937-8432 for access to the Equifax Credit Watch automated enrollment process. Note that all credit reports and alerts will be sent to you via US Mail only.

1. **Activation Code:** You will be asked to enter your enrollment code as provided at the top of this letter.
2. **Customer Information:** You will be asked to enter your home telephone number, home address, name, date of birth and Social Security Number.
3. **Permissible Purpose:** You will be asked to provide Equifax with your permission to access your credit file and to monitor your file. Without your agreement, Equifax cannot process your enrollment.
4. **Order Confirmation:** Equifax will provide a confirmation number with an explanation that you will receive your Fulfillment Kit via the US Mail (when Equifax is able to verify your identity) or a Customer Care letter with further instructions (if your identity can not be verified using the information provided). Please allow up to 10 business days to receive this information.

Directions for placing a Fraud Alert

A fraud alert is a consumer statement added to your credit report. This statement alerts creditors of possible fraudulent activity within your report as well as requests that they contact you prior to establishing any accounts in your name. Once the fraud alert is added to your credit report, all creditors should contact you prior to establishing any account in your name. To place a fraud alert on your credit file, visit: www.fraudalerts.equifax.com or you may contact the Equifax auto fraud line at 1-877-478-7625, and follow the simple prompts. Once the fraud alert has been placed with Equifax, a notification will be sent to the other two credit reporting agencies, Experian and Trans Union, on your behalf.

1 - Identity Theft Insurance underwritten by insurance company subsidiaries or affiliates of American International Group, Inc. The description herein is a summary and intended for informational purposes only and does not include all terms, conditions and exclusions of the policies described. Please refer to the actual policies for terms, conditions, and exclusions of coverage. Coverage may not be available in all jurisdictions.. This product is not intended for minors (under 18 years of age)

2 - The Automatic Fraud Alert feature made available to consumers by Equifax Information Services LLC and fulfilled on its behalf by Equifax Consumer Services LLC