

December 23, 2022

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RECEIVED

DEC 30 2022

CONSUMER PROTECTION

Re: Legal Notice of Cybersecurity Incident

Dear Sir or Madam:

I am writing on behalf of my client, La Canadienne Enterprises Inc. ("La Canadienne") to provide notice of a security incident.

On November 25, 2022, La Canadienne discovered a security incident that, upon investigation, impacted a limited number of La Canadienne systems (the "incident"). La Canadienne immediately launched an investigation, identified and secured the vulnerability, and engaged third-party advisors and counsel. La Canadienne's investigation determined that a malicious actor installed a monitoring script on La Canadienne's systems between November 21, 2022 and November 25, 2022. The monitoring script sent information about web requests, including information entered by customers when making online purchases on La Canadienne's website (www.lacanadienneshoes.com), to the malicious actor's remote server.

The investigation concluded that a total of 149 attempted credit card authorizations were potentially impacted by this monitoring script. In total, 147 individuals may have been impacted as a result. Based on La Canadienne's review of this activity, it appears that the malicious actor accessed information entered by one (1) New Hampshire resident during an online purchase on www.lacanadienneshoes.com. The affected data includes: name, email address, shipping and billing address(es), and credit card information (including the security code).

An initial email notification was sent out on November 29, 2022 recommending that affected individuals immediately cancel their credit cards and remain vigilant for any suspicious activity on their credit accounts. To help protect the identity of impacted individuals, La Canadienne is offering 12 months of complimentary credit monitoring and identity theft protection services. La Canadienne notified all affected individuals by mail on December 2, 2022. A copy of the formal notification letter is enclosed.

To help prevent a similar incident from occurring in the future, La Canadienne informed customers to monitor their credit card activity and/or consider cancelling their credit card. La Canadienne continues to evaluate additional steps that may be taken to further increase the security of its systems and of its customers' information, such as implementing additional security parameters in its system and conducting regular cyber security assessments.



If you have any questions or need further information regarding this incident, please do not hesitate to contact me.

Respectfully submitted,

Kassandra-Rose Villeneuve
Associate

Enclosure

December 2, 2022

Notice - Cyber Incident

This notice is in response to the email we sent on November 30, 2022, informing you of a cyber incident involving Les Entreprises La Canadienne Inc. (**La Canadienne**). This incident affected some of your personal information and we would like to inform you of the measures available to you to better protect you, as well as the measures we are taking to continue protecting your personal information.

In our November 30th email, we asked you to take the necessary steps to **immediately cancel the credit card used to pay for your online order** placed between November 21 and November 25, 2022 on our website <https://www.lacanadienneshoes.com>. **We reiterate the importance of doing this to avoid any potential fraudulent activity.**

We want to reassure you that we have no confirmation that your personal information, including your credit card information, has been misused. That said, protecting your personal information and that of all our customers remains our priority. That is why we offer you a credit monitoring service with TransUnion, the details of which are explained below.

We take your privacy seriously, and we sincerely apologize for any inconvenience this incident may cause you.

What happened and what personal information was involved

On November 25, 2022, we discovered that La Canadienne was subject to a cybersecurity incident that resulted in the compromise by an unauthorized third party of certain transactions made online on our website <https://www.lacanadienneshoes.com> between November 21 and November 25, 2022. Our investigation reveals that the unauthorized third party was able to gain real-time access to these transactions and therefore all of the information you entered when ordering online during this period may have been stolen. Specifically, this information includes :

- Information about the credit card used to pay for your order, i.e., cardholder, number, expiry date and three-digit security code (CVV)
- Email address, billing address associated to the credit card

With the assistance of our IT specialists, we immediately conducted an investigation to determine the extent of the personal information involved. Following this investigation, we immediately notified you by email on November 30th and are sending you the present notice.

It is important to note that at this time, we have no confirmation that your personal information as identified above has been misused. However, since the security of your personal information is an ongoing priority, we wanted to make you aware of this incident and the steps we and you can take to protect yourself in the circumstances.

Measures taken by the Canadian

Upon discovering this incident, La Canadienne immediately retained the services of IT specialists to contain the incident and investigate the circumstances and impacts surrounding it.

Please be assured that we are taking all the necessary measures to prevent such an event from happening again. In particular, additional security parameters have been implemented in our system and we are

conducting regular cyber security assessments. Furthermore, we are currently contacting all relevant authorities.

We would like to point out that La Canadienne does not store any payment information on its servers once the transaction has been completed. The unauthorized third party was able to steal this payment information only because it was present on our network at the time you entered this information. We assure you that this third party is no longer on our network at this time and that your personal information is in a secure environment. Any future transactions on our website are secure.

Monitoring your credit file

Although there is no indication that your personal information may have been misused, La Canadienne offers you, at its expense, a twelve (12) month subscription to online monitoring service with Cyberscout, a TransUnion company specializing in fraud assistance and remediation services.

This credit monitoring service will notify you by email of critical changes to your Credit Report. Should you receive an email alert, you can review and validate the reported change by logging into the portal. This allows you to identify any potentially fraudulent activity on your Credit Report.

We encourage you to take advantage of this service and help protect your identity. To activate your service, please visit:

<https://secure.identityforce.com/benefit/stst>

You will be prompted to enter the following activation code:

[Insert unique activation code].

Please make sure you use your activation code before March 31, 2023 take advantage of the service.

Upon completion of the enrollment process, you will have access to the following features:

- ✓ Access to a credit report with credit score. A credit report is a snapshot of a consumer's financial history and primary tool leveraged for determining credit-related identity theft or fraud.
- ✓ Credit monitoring alerts with email notifications to key changes on a consumer's credit file. In today's virtual world, credit alerts are a powerful tool to protect against identity theft, enable quick action against potentially fraudulent activity, and provide overall confidence to potentially impacted consumers.
- ✓ Dark Web Monitoring to provide monitoring of surface, social, deep, and dark websites for potentially exposed personal, identity and financial information in order to help protect consumers against identity theft.
- ✓ Identity theft insurance of up to \$1,000,000 in coverage to protect against potential damages related to identity theft and fraud
- ✓ Assistance with reading and interpreting credit reports for any possible fraud indicators.
- ✓ Assistance with answering any questions individuals may have about fraud.

Should you have any questions regarding the Cyberscout solution, have difficulty enrolling, or require additional support, please contact Cyberscout at 1-800-405-6108 from Monday to Friday 8:00 a.m. – 8:00 p.m. EST, excluding holidays.

What you can also do

We encourage you to always remain vigilant and to adopt the following preventive measures:

- Take the necessary steps to **immediately cancel the credit card used to pay for your online order** placed between November 21 and November 25, 2022 on our website <https://www.lacanadienneshoes.com>.
- Monitor your bank accounts. If you have any doubts or spot any fraudulent or suspicious transactions on your credit or debit card, we recommend that you contact your financial institution.
- Change your passwords regularly and make sure they are secure – especially when an account is linked to your social insurance number. Don't use the same passwords.
- Be careful when sharing your personal information in an unsolicited manner whether by phone, email or on a website.
- Avoid clicking on links or downloading attachments in suspicious emails.
- If you notice any suspicious activity, report the incident to the appropriate authorities.
- Sign up for the above services.

The following website offers additional tips and resources to help you protect your identity: https://www.priv.gc.ca/en/privacy-topics/identities/identity-theft/guide_idt/.

For more information

If you would like further information about the incident, please contact Nadia Niro at privacy@lacanadienneshoes.com or at 1-800-838-3943.

Sincerely,

Nicholas Niro
President
Les Entreprises La Canadienne Inc.