

April 26, 2024

**SUBMITTED VIA E-MAIL TO ATTORNEYGENERAL@DOJ.NH.GOV**

Consumer Protection & Antitrust Bureau  
NH Department of Justice  
1 Granite Place South  
Concord, NH 03301

**Re: Notice of Cybersecurity Incident**

Dear Attorney General Formella:

This letter shall serve as notice to the Office of the New Hampshire Attorney General on behalf of our client, The Lagunitas Brewing Company (*Lagunitas*), of a cybersecurity incident that may have involved the personal information of five (5) New Hampshire residents. This notice is being submitted in accordance with the applicable requirements of New Hampshire's data breach law, N.H. Rev. Stat. §§ 359-C:19 - C:21.

On or about March 12, 2024, Lagunitas received internal reports of suspicious activity affecting limited portions of the Lagunitas systems and networks. Lagunitas promptly conducted reasonable investigation and remediation activities upon discovery of the incident and notified law enforcement at the earliest opportunity. Lagunitas also implemented additional security controls in response to the incident including, but not limited to, resetting all personnel passwords, and migrating all restored data to a separate, new secure environment with increased proactive monitoring and threat detection functions. Lagunitas will also simplify the application environment and increase security awareness in addition to their regularly scheduled annual trainings. The investigation confirmed on March 27, 2024, that the incident resulted in the unauthorized acquisition of the personal information of some personnel such as, for example,

Lagunitas is providing complimentary credit and identity monitoring, including identity protection insurance, for \_\_\_\_\_ to all affected individuals. Enclosed is a copy of the incident notice provided to affected individuals.

Please direct any questions regarding this incident to me at \_\_\_\_\_.

Over 40 Offices across 4 Continents

Squire Patton Boggs (US) LLP is part of the international legal practice Squire Patton Boggs, which operates worldwide through a number of separate legal entities.

Please visit [squirepattonboggs.com](https://www.squirepattonboggs.com) for more information.

Squire Patton Boggs (US) LLP

VIA E-MAIL

April 26, 2024

Kind regards,

Squire Patton Boggs (US) LLP

Colin R. Jennings, Esq.

cc: Kyle R. Fath, Esq.

Enclosure: Sample Individual Notice Letter

<Return Name>  
c/o Cyberscout  
<Return Address>  
<City> <State> <Zip>



<FirstName> <LastName>  
<Address1>  
<Address2>  
<City> <State> <Zip>

April 26, 2024

## NOTICE OF DATA BREACH

Dear <<First Name>>:

The privacy and security of your information are important to Lagunitas. We are writing to share information regarding a cybersecurity incident that may have affected your personal information. To help protect your identity, we are offering you twenty-four (24) months of complimentary credit and identity monitoring services through Cyberscout, a TransUnion brand. **While these services are free, you must follow the enclosed instructions to enroll.**

### What Happened?

On or about March 12, 2024, Lagunitas received internal reports of suspicious activity affecting limited portions of the Lagunitas systems and networks. Our investigation confirmed on March 27, 2024, that the incident resulted in the unauthorized acquisition of personal information of some employees and their beneficiaries.

### What Information Was Involved?

The potentially affected information may have included your <<Exposed Data Elements>>.

### What is Lagunitas Doing to Help?

Lagunitas is committed to safeguarding your information that we maintain. We promptly conducted reasonable investigation and remediation activities upon discovery of the incident. We also implemented additional security measures. Out of an abundance of caution, we are offering you of complimentary credit and identity monitoring services, including identity insurance and resolution services, through Cyberscout. While these services are free, you must follow the enclosed instructions to enroll. We have also set up a dedicated toll-free customer service line through Cyberscout to assist you.

### What You Can Do.

We recommend that you remain vigilant in regularly reviewing your account statements and monitoring your accounts for suspicious activity. Please review the enclosed instructions for how to enroll for the free credit and identity monitoring services that we are providing to you through Cyberscout. We also recommend that you review the Cyber Incident Safeguard Steps guidance included with this letter, which provides information about additional steps you can take to protect your information. Please contact the dedicated toll-free customer service line regarding any questions or to request assistance.

For More Information.

If you have questions or need assistance, please contact the **dedicated toll-free customer service line we are providing through Cyberscout by calling: 1-833-957-1375, between 8AM-8PM EST**. Live customer service agents will be available to assist you; Spanish speaking agents are also available. The customer service agents can answer any questions you may have regarding the incident and the protection of your information.

We value you and sincerely apologize for any inconvenience this incident may have caused you. Thank you for your understanding.

Sincerely,

Dennis Peek CEO  
The Lagunitas Brewing Company

# ENROLLMENT INSTRUCTIONS

## COMPLIMENTARY CREDIT AND IDENTITY MONITORING SERVICES

---

In response to the cybersecurity incident, The Lagunitas Brewing Company has arranged for Cyberscout, a TransUnion brand, to provide the following credit and identity monitoring services at no cost to you:

- TransUnion Credit Monitoring, Report and Score
- Identity Protection Services
- Identity Resolution Services
- \$1,000,000 Identity Theft Insurance

These services provide you with alerts for \_\_\_\_\_ from the date of enrollment when changes occur to your credit file. An alert will be sent to you on the same day that the changes or updates take place with the bureau.

### HOW TO SIGN UP THE FREE CREDIT AND IDENTITY MONITORING SERVICES

#### ***Option 1: Enroll Online***

To enroll in the credit and identity monitoring services at no charge, please log on to <https://secure.identityforce.com/benefit/lagunitas> and follow the instructions provided. When prompted please provide the following unique code to receive services: **<<unique code>>**

#### ***Option 2: Contact Customer Service to Request Assistance with Enrollment***

You may also enroll by telephone by contacting the dedicated toll-free customer service line: \_\_\_\_\_ and supply the customer service agent with your unique code listed above.

Representatives are available for \_\_\_\_\_ the date of this letter to assist you with questions regarding the incident, between the hours of 8:00 am to 8:00 pm EST, Monday through Friday. Please call the dedicated toll-free customer service line: \_\_\_\_\_ and supply the customer service agent with your unique code listed above. To safeguard your privacy and security, you will be asked to verify your identity before monitoring can be activated.

### IMPORTANT REMINDER

IN ORDER TO RECEIVE THE MONITORING SERVICES DESCRIBED ABOVE, YOU MUST ENROLL WITHIN 90 DAYS FROM THE DATE OF THIS LETTER. PLEASE NOTE THAT WHEN SIGNING UP FOR MONITORING SERVICES, YOU MAY BE ASKED TO VERIFY PERSONAL INFORMATION FOR YOUR OWN PROTECTION TO CONFIRM YOUR IDENTITY.

## CYBER INCIDENT SAFEGUARD STEPS

---

To protect against possible fraud, identity theft or financial loss, we encourage you to remain vigilant, review your account statements, and monitor your credit reports. Provided below are the names and contact information for the three major U.S. credit reporting agencies and additional information about steps you can take to obtain a free credit report and to place a fraud alert, credit freeze, or credit lock on your credit report. If you believe you are a victim of fraud or identity theft, you should consider contacting your local law enforcement agency, your State's Attorney General, or the Federal Trade Commission.

### INFORMATION ON OBTAINING A FREE CREDIT REPORT

U.S. residents are entitled under U.S. law to one free credit report every 12 months from each of the three major credit reporting agencies. To order a free credit report, visit [www.annualcreditreport.com](http://www.annualcreditreport.com) or call toll-free (877) 322-8228. You may also submit a request by mail by completing an Annual Credit Report Request Form, which you may access at <http://www.annualcreditreport.com/index.action>, and mailing it to Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348.

### INFORMATION ON IMPLEMENTING A FRAUD ALERT, CREDIT FREEZE, OR CREDIT LOCK

To place a fraud alert, credit freeze, or credit lock on your credit report, you must contact the three (3) credit reporting agencies below:

#### Equifax

Consumer Fraud Div.  
P.O. Box 740256  
Atlanta, GA 30374  
1-888-766-0008  
[www.equifax.com](http://www.equifax.com)

#### Experian

Credit Fraud Center  
P.O. Box 9554  
Allen, TX 75013  
1-888-397-3742  
[www.experian.com](http://www.experian.com)

#### TransUnion

TransUnion LLC  
P.O. Box 2000  
Chester, PA 19022-2000  
1-800-680-7289  
[www.transunion.com](http://www.transunion.com)

**Fraud Alert:** Consider contacting one of the three (3) major credit reporting agencies at the addresses below to place a fraud alert on your credit report. A fraud alert indicates to anyone requesting your credit file that you suspect you are a possible victim of fraud. A fraud alert does not affect your ability to get a loan or credit. Instead, it alerts a business that your personal information might have been compromised and requires that business to verify your identity before issuing you credit. Although this may cause some short delay if you are the one applying for the credit, it might protect against someone else obtaining credit in your name.

#### Equifax

P.O. Box 105788  
Atlanta, GA 30348-5788  
1-888-766-0008  
<https://www.equifax.com/personal/credit-report-services/>

#### Experian

Credit Fraud Center  
P.O. Box 9554  
Allen, TX 75013-9554  
1-888-397-3742  
<https://www.experian.com/fraud/center.html>

#### TransUnion

P.O. Box 2000  
Chester, PA 19016-2000  
1-800-680-7289  
<https://www.transunion.com/fraud-alerts>

To place a fraud alert, contact any of the three (3) major credit reporting agencies listed above and request that a fraud alert be put on your file. The agency that you contacted must notify the other two agencies. A fraud alert is free and lasts ninety (90) days but can be renewed.

**Credit Freeze:** A credit freeze prohibits a credit reporting agency from releasing any information from a consumer's credit report until the freeze is lifted. There is no cost to place a credit freeze. When a credit freeze is in place, no one—including you—can open a new account. As a result, please be aware that placing a security freeze on your credit report may delay, interfere with, or prevent the timely approval of any requests you make for new loans, credit, mortgages, employment, housing, or other services.

**Equifax**

P.O. Box 105788  
Atlanta, GA 30348-5788  
1-800-685-1111

<https://www.equifax.com/personal/credit-report-services/>

**Experian**

Credit Fraud Center  
P.O. Box 9554  
Allen, TX 75013-9554

1-888-397-3742  
[www.experian.com/freeze/center.html](http://www.experian.com/freeze/center.html)

**TransUnion**

P.O. Box 2000  
Chester, PA 19016-2000  
1-888-909-8872

[www.transunion.com/credit-freeze](http://www.transunion.com/credit-freeze)

To place a credit freeze, contact all three credit reporting agencies listed above and provide the personal information required by each agency to place a freeze, which may include:

- Your full name (including middle initial as well as Jr., Sr., II, III, etc.);
- Social Security Number;
- Date of birth;
- Current address and previous addresses for the past five years;
- Proof of current address, such as a current utility bill or telephone bill;
- A legible photocopy of a government issued identification card (state driver's license or ID card, military identification, etc.);
- If you are a victim of identity theft, a copy of either a police report, investigative report, or complaint to a law enforcement agency concerning identity theft; and
- If you are not a victim of identity theft, payment by check, money order, or credit card (Visa, MasterCard, American Express or Discover only). Do not send cash through the mail.

When you place a credit freeze, you will be provided a PIN to temporarily lift or remove the credit freeze. A credit freeze generally lasts until you lift or remove it, although in some jurisdictions it will expire after seven (7) years.

**Credit Lock:** Like a credit freeze, a credit lock restricts access to your credit report and prevents anyone from opening an account until unlocked. Unlike credit freezes, your credit can typically be unlocked online without delay. To lock your credit, contact all three (3) credit reporting agencies listed above and complete a credit lock agreement. The cost of a credit lock varies by agency, which typically charges monthly fees.

**ADDITIONAL RESOURCES**

You may also contact the U.S. Federal Trade Commission ("FTC") for further information on fraud alerts, credit freezes, credit locks, and how to protect yourself from identity theft. The FTC also encourages those who discover that their information has been misused to submit a complaint to the FTC.

**U.S. Federal Trade Commission**

600 Pennsylvania Avenue, NW  
Washington, DC 20580  
1-877-ID-THEFT (1-877-438-4338)  
TTY: 1-866-653-4261

<https://consumer.ftc.gov/features/identity-theft>

Your state attorney general may also have advice on preventing identity theft, and you should report instances of known or suspected identity theft to law enforcement, your state attorney general, or the FTC.

**California Residents:** Visit the California Office of Privacy Protection (<https://oag.ca.gov/privacy>) for additional information on protection against identity theft.

**Connecticut Residents:** The Attorney General may be contacted at Connecticut Attorney General's Office, 165 Capitol Ave, Hartford, CT 06106, 1-860-808-5318, [www.ct.gov/ag](http://www.ct.gov/ag)

**District of Columbia Residents:** The District of Columbia Attorney General may be contacted at 400 6th Street, NW, Washington, DC 20001; 202-727-3400; and [oag.dc.gov](http://oag.dc.gov).

**Iowa Residents:** The Attorney General may be contacted at Office of Attorney General of Iowa, Hoover State Office Building, 1305 E. Walnut Street, Des Moines, Iowa 50319, +1 (515) 281-5164, [www.iowaattorneygeneral.gov](http://www.iowaattorneygeneral.gov).

**Kentucky Residents:** The Attorney General may be contacted at Office of the Attorney General of Kentucky, 700 Capitol Avenue, Suite 118 Frankfort, Kentucky 40601, [www.ag.ky.gov](http://www.ag.ky.gov), Telephone: +1 (502) 696-5300.

**Maryland Residents:** The Attorney General may be contacted at Office of Attorney General, 200 St. Paul Place, Baltimore, Maryland 21202; +1 (888) 743-0023; or [www.marylandattorneygeneral.gov](http://www.marylandattorneygeneral.gov).

**North Carolina Residents:** The Attorney General may be contacted at 9001 Mail Service Center, Raleigh, NC 27699-9001; +1 (919) 716-6400; or [www.ncdoj.gov](http://www.ncdoj.gov).

**New York Residents:** The Attorney General may be contacted at the Office of the Attorney General, The Capitol, Albany, NY 12224-0341, +1 (800)-771-7755; or [www.ag.ny.gov](http://www.ag.ny.gov).

**New Mexico Residents:** You have rights under the federal Fair Credit Reporting Act (FCRA), which governs the collection and use of information pertaining to you by consumer reporting agencies. For more information about your rights under the FCRA, please visit [www.consumer.ftc.gov/articles/pdf-0096-fair-credit-reportingact.pdf](http://www.consumer.ftc.gov/articles/pdf-0096-fair-credit-reportingact.pdf) or [www.ftc.gov](http://www.ftc.gov).

**Oregon Residents:** The Attorney General may be contacted at Oregon Department of Justice, 1162 Court Street NE, Salem, OR 97301-4096, +1 (877) 877-9392 (toll-free in Oregon), +1 (503) 378-4400, or [www.doj.state.or.us](http://www.doj.state.or.us).

**Rhode Island Residents:** The Attorney General may be contacted at 150 South Main Street, Providence, Rhode Island 02903; +1 (401) 274-4400; or [www.riag.ri.gov](http://www.riag.ri.gov). You may also file a police report by contacting local or state law enforcement agencies.