



MULLEN
COUGHLIN^{LLC}
ATTORNEYS AT LAW

RECEIVED

JUN 21 2021

CONSUMER PROTECTION

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426 W. Lancaster Avenue, Suite 200
Devon, PA 19333

June 17, 2021

VIA U.S. MAIL

Consumer Protection Bureau
Office of the New Hampshire Attorney General
33 Capitol Street
Concord, NH 03301

Re: Notice of Data Event

Dear Sir or Madam:

We represent Lucky Health Group, Inc. d/b/a LuckyVitamin ("Lucky"), located at 555 E. North Lane, Suite 6050, Conshohocken, PA 19428, and are writing to notify your office of an incident that may affect the security of some personal information relating to two (2) New Hampshire residents. This notice will be supplemented with any new significant facts learned subsequent to its submission. By providing this notice, Lucky does not waive any rights or defenses regarding the applicability of New Hampshire law, the applicability of the New Hampshire data event notification statute, or personal jurisdiction.

Nature of the Data Event

On March 19, 2021, Lucky discovered that certain computer systems in its environment were inaccessible. Lucky launched an investigation with the assistance of third-party computer forensic specialists and notified federal law enforcement. On April 5, 2021, the investigation determined that an unknown actor removed certain files from Lucky's systems sometime between March 16, 2021 and March 19, 2021. Lucky reviewed these files to determine if they contain sensitive information and that review was completed on or around May 24, 2021. Lucky then worked to identify contact information for the potentially affected individuals and through this process, it identified two (2) New Hampshire residents. The information involved in the incident varied by individual, but includes name and Social Security number.

Notice to New Hampshire Residents

On June 17, 2021, Lucky mailed notice of this incident to two (2) New Hampshire residents. Notification is being provided in substantially the same form as the letter attached as *Exhibit A*.

Other Steps Taken and To Be Taken

Upon discovering the event, Lucky moved quickly to investigate and respond to the incident, assess the security of the involved Lucky systems, and determine what information may be at risk. As part of its ongoing commitment to the privacy of information, Lucky implemented additional technical security measures on relevant systems and is reviewing and enhancing existing policies and procedures to reduce the likelihood of a similar future event.

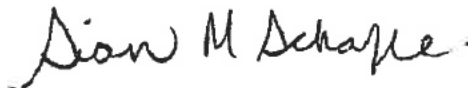
Lucky is providing access to credit monitoring and identity restoration services for twelve (12) months, through Experian, to individuals whose personal information was potentially affected by this incident, at no cost to these individuals.

Additionally, Lucky is providing potentially impacted individuals with guidance on how to better protect against identity theft and fraud, including information on how to place a fraud alert and security freeze on one's credit file, the contact details for the national consumer reporting agencies, information on how to obtain a free credit report, a reminder to remain vigilant for incidents of fraud and identity theft by reviewing account statements and monitoring free credit reports, and encouragement to contact the Federal Trade Commission, their state Attorney General, and law enforcement to report attempted or actual identity theft and fraud.

Contact Information

Should you have any questions regarding this notification or other aspects of the data security event, please contact us at (267) 930-4799.

Very truly yours,



Sian Schafle of
MULLEN COUGHLIN LLC

Enclosure
SMS/mwj

EXHIBIT A



**LUCKY
VITAMIN**
spread the wellness

Return Mail Processing
PO Box 589
Claysburg, PA 16625-0589

June 17, 2021



G5403-L01-0000001 T00001 P001 *****AUTO**MIXED AADC 159

SAMPLE A. SAMPLE - L01 GENERAL

APT ABC

123 ANY ST

ANYTOWN, ST 12345-6789



Dear Sample A. Sample:

Lucky Health Group, Inc. d/b/a LuckyVitamin ("Lucky") writes to inform you of an incident which may impact some of your information. We are providing you with information about the event, our response, and steps you may take to better protect your information, should you feel it is appropriate to do so.

What Happened? On March 19, 2021, Lucky discovered that certain computer systems in its environment were inaccessible. We launched an investigation with the assistance of third-party computer forensic specialists and notified federal law enforcement. On April 5, 2021, the investigation determined that an unknown actor removed certain files from our systems sometime between March 16, 2021 and March 19, 2021. We reviewed these files to determine if they contain sensitive information and that review was completed on or around May 24, 2021.

What Information Was Involved? The investigation determined that the following types of sensitive information relating to you were involved in this incident: name and [EXTRA1].

What Are We Doing? Lucky takes the confidentiality and security of information very seriously. We promptly investigated this incident and took steps to assess the security of our systems. As part of our ongoing commitment to the privacy of information, we implemented additional technical security measures on relevant systems, and we are reviewing and enhancing existing policies and procedures to reduce the likelihood of a similar future event. As an added precaution, we are providing you with access to complimentary credit monitoring services through Experian for one year.

What Can You Do? We encourage you to remain vigilant against incidents of identity theft and fraud and to review your account statements and explanation of benefits forms over the next 12 to 24 months and free credit reports for suspicious activity and to detect errors. We also encourage you to review the "Steps You Can Take to Help Protect Your Information" section of this letter. You may also enroll in the offered identity monitoring services.



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G5402-L01

For More Information. If you have additional questions, please call (888) 292-0076, Monday through Friday from 9:00 a.m. to 11:00 p.m. and Saturday through Sunday 11:00 a.m. to 8:00 p.m. EST (excluding U.S. holidays). You may also write to Lucky at 555 E. North Lane, Suite 6050, Conshohocken, PA 19428.

Sincerely,

A handwritten signature in black ink, appearing to read 'Sam Wolf', with a stylized, flowing script.

Lucky Health Group, Inc. d/b/a Lucky Vitamin
Sam Wolf
CEO

Steps You Can Take to Help Protect Your Information

Identity Monitoring

To help protect your identity, we are offering a complimentary 12-month membership of Experian's® IdentityWorksSM. This product provides you with superior identity detection and resolution of identity theft. To activate your membership and start monitoring your personal information please follow the steps below:

- Ensure that you **enroll by: August 31, 2021** (Your code will not work after this date.)
- **Visit** the Experian IdentityWorks website to enroll: <https://www.experianidworks.com/credit>
- Provide your **activation code:** [REDACTED]

If you have questions about the product, need assistance with identity restoration or would like an alternative to enrolling in Experian IdentityWorks online, please contact Experian's customer care team at **(888) 292-0076** by **August 31, 2021**. Be prepared to provide engagement number [REDACTED] as proof of eligibility for the identity restoration services by Experian.

Monitor Your Accounts

Under U.S. law, a consumer is entitled to one free credit report annually from each of the three major credit reporting bureaus, Equifax, Experian, and TransUnion. To order your free credit report, visit www.annualcreditreport.com or call, toll-free, 1-877-322-8228. You may also directly contact the three major credit reporting bureaus listed below to request a free copy of your credit report.

Consumers have the right to place an initial or extended "fraud alert" on a credit file at no cost. An initial fraud alert is a 1-year alert that is placed on a consumer's credit file. Upon seeing a fraud alert display on a consumer's credit file, a business is required to take steps to verify the consumer's identity before extending new credit. If you are a victim of identity theft, you are entitled to an extended fraud alert, which is a fraud alert lasting seven years. Should you wish to place a fraud alert, please contact any one of the three major credit reporting bureaus listed below.

As an alternative to a fraud alert, consumers have the right to place a "credit freeze" on a credit report, which will prohibit a credit bureau from releasing information in the credit report without the consumer's express authorization. The credit freeze is designed to prevent credit, loans, and services from being approved in your name without your consent. However, you should be aware that using a credit freeze to take control over who gets access to the personal and financial information in your credit report may delay, interfere with, or prohibit the timely approval of any subsequent request or application you make regarding a new loan, credit, mortgage, or any other account involving the extension of credit. Pursuant to federal law, you cannot be charged to place or lift a credit freeze on your credit report. To request a security freeze, you will need to provide the following information:

1. Full name (including middle initial as well as Jr., Sr., II, III, etc.);
2. Social Security number;
3. Date of birth;
4. Addresses for the prior two to five years;
5. Proof of current address, such as a current utility bill or telephone bill;
6. A legible photocopy of a government-issued identification card (state driver's license or ID card, etc.); and
7. A copy of either the police report, investigative report, or complaint to a law enforcement agency concerning identity theft if you are a victim of identity theft.



Should you wish to place a fraud alert or credit freeze, please contact the three major credit reporting bureaus listed below:

Equifax	Experian	TransUnion
https://www.equifax.com/personal/credit-report-services/	https://www.experian.com/help/	https://www.transunion.com/credit-help
888-298-0045	1-888-397-3742	833-395-6938
Equifax Fraud Alert, P.O. Box 105069 Atlanta, GA 30348-5069	Experian Fraud Alert, P.O. Box 9554, Allen, TX 75013	TransUnion Fraud Alert, P.O. Box 2000, Chester, PA 19016
Equifax Credit Freeze, P.O. Box 105788 Atlanta, GA 30348-5788	Experian Credit Freeze, P.O. Box 9554, Allen, TX 75013	TransUnion Credit Freeze, P.O. Box 160, Woodlyn, PA 19094

Additional Information

You may further educate yourself regarding identity theft, fraud alerts, credit freezes, and the steps you can take to protect your personal information by contacting the consumer reporting bureaus, the Federal Trade Commission, or your state Attorney General.

The Federal Trade Commission may be reached at: 600 Pennsylvania Avenue NW, Washington, DC 20580; www.identitytheft.gov; 1-877-ID-THEFT (1-877-438-4338); and TTY: 1-866-653-4261. 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. You have the right to file a police report if you ever experience identity theft or fraud. Please note that in order to file a report with law enforcement for identity theft, you will likely need to provide some proof that you have been a victim. Instances of known or suspected identity theft should also be reported to law enforcement and your state Attorney General. This notice has not been delayed by law enforcement.

For Maryland residents, the Maryland Attorney General may be contacted at: 200 St. Paul Place, 16th Floor, Baltimore, MD 21202; 1-410-528-8662 or 1-888-743-0023; and www.oag.state.md.us. Lucky is located at 555 E. North Lane, Suite 6050, Conshohocken, PA 19428.

For North Carolina residents, the North Carolina Attorney General may be contacted at: 9001 Mail Service Center, Raleigh, NC 27699-9001; 1-877-566-7226 or 1-919-716-6000; and www.ncdoj.gov.

For New York residents, the New York Attorney General may be contacted at: Office of the Attorney General, The Capitol, Albany, NY 12224-0341; 1-800-771-7755; or <https://ag.ny.gov/>.

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FBI NEW YORK
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