



13625 NE Jarrett Street  
Portland, OR 97230  
866-257-0938

RECEIVED  
JUN 22 2021  
CONSUMER PROTECTION

June 16, 2021

The Hon. John Formella  
Office of the Attorney General  
33 Capitol Street  
Concord, NH 03301

**Re: Notification of Data Breach**

Dear Mr. Formella:

Our company operates a small ecommerce business that sells consumer products over the internet under the name, "Made In Oregon." The purpose of this letter is to report a potential data breach incident involving the personal information of residents within your state.

**Nature of Data Breach**

Between the first week of September 2020 and the last week of February 2021, we believe an unauthorized party had access to the customer's name, billing address, shipping address, email address, and credit card information for orders placed on our website. The incident is still under forensic investigation so we still do not know how many customers in fact were affected and how their data may have been accessed and obtained.

**Number of Affected Residents and Method of Notification**

A total of 34 residents of your state may have had their personal information compromised. Approximately 12,890 customers in total may have had personal information compromised.

On June 22, 2021, we will be notifying the potentially affected residents of your state via US Mail. A sample copy of the letter is attached. We have a dedicated toll-free number for the potentially affected customers. We are offering all potentially affected customers in your state two years of ID fraud and credit monitoring protection from Experian at no charge to the customer.

Steps Taken and Steps Planned to Address Issue

We have taken numerous steps to address the potential breach. We have hired a forensic investigator specializing in investigating website credit card compromises. They installed monitoring software on our website. Our website was under 24/7 surveillance and the investigators could not locate the source of the breach. Having been unsuccessful in finding the source of the breach, we modified our website in February to stop accepting customer information. As of March 1, 2021, our website does not accept any credit card information. Nevertheless, because we have not received the investigator's report, we still do not know the details of the security incident, including how many customers in fact were affected and how their data may have been accessed and obtained. The current site will be replaced with different software on a different website host sometime this summer.

Our company has filed reports of the incident with the US Secret Service and FBI and we will fully cooperate with any investigations. We have notified the three national credit reporting agencies.

Please direct inquiries to:

Verne Naito  
Vice President  
Naito Corporation  
13625 NE Jarrett St.  
Portland, OR 97230  
(503) 708-3789

Thank you for your consideration.

Sincerely,



Verne Naito  
Vice President

attachments: sample resident letter

STATE OF NH  
DEPT OF JUSTICE  
2021 JUN 22 AM 11:17

[Company Logo]

[Return Address Line 1]  
[Return Address Line 2]

[Original Full Name]  
[Original Address 1]  
[Original City, Original State, Original Zip Code]

, 2021

## NOTICE OF POSSIBLE DATA BREACH

Dear Customer:

**WHAT HAPPENED** Between the first week of September 2020 and the last week of March 2021, an unauthorized party may have gained access to your personal information submitted with your order entered through our website, [madeinoregon.com](http://madeinoregon.com).

**WHAT INFORMATION WAS INVOLVED** The data accessed may have included your name, your billing address, the shipping address, your email address, and your credit card information used for the purchase during the above-mentioned timeframe. To our knowledge, no other personal information was available.

**WHAT WE ARE DOING** Working with consultants in computer forensics, we are conducting a thorough review of the potentially affected data and will notify you if there are any significant developments. We have modified our website so that it no longer accepts any personal information and are deploying a completely new website using different software running at a new website hosting company. We are also working with law enforcement to ensure the incident is properly addressed.

To help protect your identity, we are offering free access to Experian IdentityWorks<sup>SM</sup> for two years.

If you believe there was fraudulent use of your information as a result of this incident and would like to discuss how you may be able to resolve those issues, please reach out to an Experian agent. If, after discussing your situation with an agent, it is determined that identity restoration support is needed then an Experian Identity Restoration agent is available to work with you to investigate and resolve each incident of fraud that occurred from the date of the incident (including, as appropriate, helping you with contacting credit grantors to dispute charges and close accounts; assisting you in placing a freeze on your credit file with the three major credit bureaus; and assisting you with contacting government agencies to help restore your identity to its proper condition).

Please note that Identity Restoration is available to you for two years from the date of this letter and does not require any action on your part at this time. The Terms and Conditions for this offer are located at [www.ExperianIDWorks.com/restoration](http://www.ExperianIDWorks.com/restoration).

While identity restoration assistance is immediately available to you, we also encourage you to activate the fraud detection tools available through Experian IdentityWorks as a complimentary 1 year membership. This product provides you with superior identity detection and resolution of identity theft. To start monitoring your personal information, please follow the steps below:

- Ensure that you **enroll by** September 30, 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**: [Activation Code]

If you have questions about the product, need assistance with Identity Restoration that arose as a result of this incident or would like an alternative to enrolling in Experian IdentityWorks online, please contact Experian's customer care team at (855) 919-2743 by September 30, 2021. Be prepared to provide engagement number [REDACTED] as proof of eligibility for the Identity Restoration services by Experian.

## ADDITIONAL DETAILS REGARDING YOUR ONE YEAR EXPERIAN IDENTITYWORKS MEMBERSHIP

A credit card is not required for enrollment in Experian IdentityWorks. You can contact Experian immediately regarding any fraud issues, and have access to the following features once you enroll in Experian IdentityWorks:

- **Experian credit report at signup:** See what information is associated with your credit file. Daily credit reports are available for online members only.\*
- **Credit Monitoring:** Actively monitors Experian file for indicators of fraud.
- **Identity Restoration:** Identity Restoration specialists are immediately available to help you address credit and non-credit related fraud.
- **Experian IdentityWorks ExtendCARE™:** You receive the same high-level of Identity Restoration support even after your Experian IdentityWorks membership has expired.
- **\$1 Million Identity Theft Insurance\*\*:** Provides coverage for certain costs and unauthorized electronic fund transfers.

**What You Can Do.** Please review the enclosed "**Steps you can take to protect to further protect your information**" for information on how to protect against identity theft and fraud. You may also take advantage of the complimentary identity protection services being offered.

**For More Information.** We sincerely regret any inconvenience or concern caused by this incident. If you have further questions or concerns, or would like an alternative to enrolling online, please call (855) 919-2743 toll-free Monday through Friday from 8 am – 10 pm Central, or Saturday and Sunday from 10 am – 7 pm Central (excluding major U.S. holidays). Be prepared to provide your engagement number DB23061.

Sincerely,

Made In Oregon

855-919-2743

\* Offline members will be eligible to call for additional reports quarterly after enrolling.

\*\* The Identity Theft Insurance is underwritten and administered by American Bankers Insurance Company of Florida, an Assurant company. Please refer to the actual policies for terms, conditions, and exclusions of coverage. Coverage may not be available in all jurisdictions.

## STEPS YOU CAN TAKE TO FURTHER PROTECT YOUR INFORMATION

### Review Your Account Statements and Notify Law Enforcement of Suspicious Activity

As a precautionary measure, we recommend that you remain vigilant by reviewing your account statements and credit reports closely. We highly recommend changing all passwords linked to your accounts as well as updating of your security Q&A. If you detect any suspicious activity on an account, you should promptly notify the financial institution or company with which the account is maintained. You also should promptly report any fraudulent activity or any suspected incidence of identity theft to proper law enforcement authorities, your state attorney general, and/or the Federal Trade Commission ("FTC").

To file a complaint with the FTC, go to [www.ftc.gov/idtheft](http://www.ftc.gov/idtheft) or call 1-877- IDTHEFT (438-4338). Complaints filed with the FTC will be added to the FTC's Identity Theft Data Clearinghouse, which is a database made available to law enforcement agencies.

### Copy of Credit Report

You may obtain a free copy of your credit report from each of the three major credit reporting agencies once every 12 months by visiting <http://www.annualcreditreport.com>, calling toll-free 877-322-8228, or by completing an Annual Credit Report Request Form and mailing it to Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348. You can electronically submit your request form online at the following link: <https://www.annualcreditreport.com/requestReport/requestForm.action>. Or you can elect to purchase a copy of your credit report by contacting one of the three national credit reporting agencies. Contact information for the three national credit reporting agencies for the purpose of requesting a copy of your credit report or for general inquiries is provided below:

Equifax  
(800) 685-1111  
[www.equifax.com](http://www.equifax.com)  
P.O. Box 740241  
Atlanta, GA 30374-0241

Experian  
(888) 397-3742  
[www.experian.com](http://www.experian.com)  
P.O. Box 2104  
Allen, TX 75013-0949

TransUnion  
(800) 916-8800  
[www.transunion.com](http://www.transunion.com)  
P.O. Box 1000  
Chester, PA 19022

### Fraud Alert

We recommend placing a fraud alert on your credit report. An initial fraud alert is free and will stay on your credit file for at least 90 days. The alert informs creditors of possible fraudulent activity within your report and requests that the creditor contact you prior to establishing any accounts in your name. *For that reason, placing a fraud alert can protect you but also may also cause delays when you seek to obtain new credit.* To place a fraud alert on your credit report, contact any of the three credit reporting agencies using the contact information below:

Equifax  
(877) 576-5734  
[www.alerts.equifax.com](http://www.alerts.equifax.com)  
P.O. Box 740241  
Atlanta, GA 30374

Experian  
(888) 397-3742  
[www.experian.com/fraud](http://www.experian.com/fraud)  
P.O. Box 9532  
Allen, TX 75013

TransUnion  
(800) 680-7289  
[www.transunion.com](http://www.transunion.com)  
P.O. Box 6790  
Fullerton, CA 92834

Additional information is available at <http://www.annualcreditreport.com>.

## Security Freeze

In some US states, you have the right to put a security freeze on your credit file. This will prevent new credit from being opened in your name without the use of a PIN number that is issued to you when you initiate the freeze. A security freeze is designed to prevent potential creditors from accessing your credit report without your consent. As a result, using a security freeze may interfere with or delay your ability to obtain credit. You must separately place a security freeze on your credit file with each credit reporting agency Equifax, Experian and TransUnion. [Additionally, if you request a security freeze from a consumer reporting agency there may be a fee up to \$5 to place, lift or remove the security 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.

To place a security freeze on your credit report, send a request by mail to a consumer reporting agency at the address below that includes the following (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 two years; and (5) any applicable incident report or complaint with a law enforcement agency or the Division 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.

**Equifax Security Freeze**, P.O. Box 105788, Atlanta, Georgia 303048

**Experian Security Freeze**, P.O. Box 9554, Allen, TX 75013

**TransUnion Fraud Victim Assistance Division**, P.O. Box 6790, Fullerton, CA 92834-6790

The credit reporting agencies have three (3) business days after receiving your request to place a security freeze on your credit report. The credit bureaus may send written confirmation to you within five (5) business days and provide you with a unique PIN or password, or both that you can use to authorize lifting the security freeze. To lift the security freeze to allow an individual access to your credit report, you must call or send a written request to the credit reporting agencies by mail with your name, address and social security number and the PIN and indicate who you would like to receive the credit report or the specified period you want your credit report available. The credit reporting agencies have 3 business days to give access to the requested individuals.

To remove the security freeze, you must send a written request to each of the three credit bureaus by mail and include proper identification (name, address, and social security number) and the PIN number provided to you. The credit reporting agencies have 3 business days to give access to the requested individuals. Additionally, if you request a security freeze from a consumer reporting agency there may be a fee up to \$5 to place, lift or remove the security freeze.

## Additional Free Resources on Identity Theft

You may wish to review the tips provided by the Federal Trade Commission on how to avoid identity theft. For more information, please visit <http://www.ftc.gov/idtheft> or call 1-877-ID-THEFT (877-438-4338). A copy of "Take Charge: Fighting Back Against Identity Theft", a comprehensive guide from the FTC to help you guard against and deal with identity theft, can be found on the FTC's website at [https://www.consumer.ftc.gov/articles/pdf-0009\\_identitytheft\\_a\\_recovery\\_plan.pdf](https://www.consumer.ftc.gov/articles/pdf-0009_identitytheft_a_recovery_plan.pdf).