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CONSUMER PROTECTION

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

June 30, 2022

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 Pet Food Experts, LLC ("PFX") located at 175 Main St., 2nd floor, Pawtucket, RI 02860, and are writing to notify your Office of an incident that may affect the security of certain personal information relating to two (2) New Hampshire residents. This investigation is ongoing and this notice will be supplemented with any new significant facts learned subsequent to its submission. By providing this notice, PFX 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 May 3, 2022, PFX identified suspicious system activity and began an investigation with the assistance of third-party computer forensic specialists. Through the investigation, it was determined that certain files on PFX systems may have been subject to unauthorized access between May 1, 2022 and May 3, 2022. As a result, PFX undertook a comprehensive and manual review process in order to identify what information was potentially contained within the impacted files at the time of the incident, and to whom that information belonged. While the investigation remains ongoing, on or about June 3, 2022, PFX's review of the involved systems determined that the impacted files including information pertaining to certain current and former PFX employees. While the information varies for each individual, the information that could have been subject to unauthorized access includes name and Social Security number.

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Notice to New Hampshire Residents

On or about June 30, 2022, PFX began providing written notice of this incident to two (2) New Hampshire residents. Written notice is being provided in substantially the same form as the letter attached here as *Exhibit A*. The investigation and notification to impacted individuals is ongoing, and PFX may supplement this notification if it is determined that a significant amount of additional New Hampshire residents will receive notice.

Other Steps Taken and To Be Taken

PFX moved quickly to investigate and to respond to the incident, including taking steps to secure its network and assess any risk to information on its network so it could notify impacted individuals. PFX is providing access to complimentary credit monitoring services for 12 months through Experian to individuals whose information was potentially affected by this incident. Additionally, PFX is providing 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) 930-4637.

Very truly yours,

Gregory Lederman of
MULLEN COUGHLIN LLC

GCL/njp
Enclosure

EXHIBIT A



Return Mail Processing
PO Box 999
Suwanee, GA 30024

611396*****SNGLP

SAMPLE A. SAMPLE - L01

APT ABC

123 ANY ST

ANYTOWN, US 12345-6789



June 30, 2022

Re: Notice of Data [Extra1]

Dear Sample A. Sample:

Pet Food Experts, LLC ("PFX") is writing to make you aware of an incident that may affect the security of some of your information. We take this incident seriously and write to provide you with information about the incident, what we are doing in response, and the resources that are available to you to help better protect your information, should you feel it is appropriate to do so.

What Happened? On May 3, 2022, PFX identified suspicious system activity and began an investigation with the assistance of third-party computer forensic specialists. Through the investigation, it was determined that certain files on PFX systems may have been subject to unauthorized access between May 1, 2022 and May 3, 2022. As a result, PFX undertook a comprehensive and manual review process in order to identify what information was potentially contained within the impacted files at the time of the incident, and to whom that information belonged.

What Information Was Involved? While our investigation remains ongoing, on or about June 3, 2022, our review of the involved systems determined that the impacted files included information pertaining to certain current and former PFX employees. We are notifying you now because our investigation identified that your name and [Extra2] were present at the time of this activity. PFX is not aware of any actual or attempted misuse of this information and is notifying you out of an abundance of caution.

What We Are Doing. We take this incident and the security of information within our care seriously. Upon discovery of this incident, we launched an in-depth investigation with the assistance of third-party forensic specialists to determine the full nature and scope of this incident. As part of our ongoing commitment to the privacy of information in our care, we are reviewing our existing policies and procedures and implementing additional safeguards to further secure the information in our systems as appropriate. We notified law enforcement and are notifying regulatory authorities as required by law.

We are also notifying potentially affected individuals, including you, so that you may take further steps to protect your information, should you feel it is appropriate to do so. As an added precaution, we arranged to have Experian provide credit monitoring services for [Extra3] at no cost to you.

What You Can Do. We encourage you to remain vigilant against incidents of identity theft and fraud by reviewing your account statements and monitoring your free credit reports for suspicious activity and to detect errors. Please also review the information contained in the enclosed *Steps You Can Take to Help Protect Your Information*. You may also enroll in the complimentary identity credit monitoring services we are making available to you. Enrollment instructions are attached to this letter.

For More Information. We understand you may have additional questions not addressed by this letter. If you have questions, please call our dedicated assistance line at (833) 420-2821, Monday through Friday from 6 a.m. to 8 p.m. PST and Saturday and Sunday from 8 a.m. to 5 p.m. PST (excluding major US holidays). Be prepared to provide engagement number **[Engagement Number]** as proof of eligibility for the identity restoration services by Experian.

Sincerely,

Pet Food Experts LLC

Steps You Can Take to Help Protect Your Information

Enroll in Credit Monitoring

To help protect your identity, we are offering a complimentary [extra3_12or24]-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: September 30, 2022** (Your code will not work after this date.)
- **Visit** the Experian IdentityWorks website to enroll: <https://www.experianidworks.com/credit>
- Provide your **activation code**:

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 (833) 420-2821 by **September 30, 2022**. Be prepared to provide engagement number **[Engagement Number]** as proof of eligibility for the identity restoration services by Experian.

Additional details regarding your [extra3_12or24]-month 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 agents 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.
- **Up to \$1 Million Identity Theft Insurance**:** Provides coverage for certain costs and unauthorized electronic fund transfers.

* 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.

If you believe there was fraudulent use of your information and would like to discuss how you may be able to resolve those issues, please reach out to an Experian agent at (833) 420-2821. 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 (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 this Identity Restoration support is available to you for [12/24] months 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. You will also find self-help tips and information about identity protection at this site.

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 credit 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
1-888-298-0045	1-888-397-3742	1-833-395-6938
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

As a general practice, we encourage individuals to frequently reset online account passwords, to use complex password combinations, and to not share passwords or use identical passwords for multiple online accounts. 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. PFX is located at 175 Main St., 2nd floor, Pawtucket, RI 02860.

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/>.

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 Rhode Island residents, the Rhode Island Attorney General may be reached at: 150 South Main Street, Providence, RI 02903; www.riag.ri.gov; and 1-401-274-4400. Under Rhode Island law, you have the right to obtain any police report filed in regard to this incident. There are 583 Rhode Island residents impacted by this incident.

