



MULLEN  
COUGHLIN<sup>LLC</sup>  
ATTORNEYS AT LAW

3 Allied Drive, Suite 303  
Dedham, MA 02026

October 19, 2023

**VIA E-MAIL**

Office of the New Hampshire Attorney General  
Consumer Protection & Antitrust Bureau  
33 Capitol Street  
Concord, NH 03301  
E-mail: [DOJ-CPB@doj.nh.gov](mailto:DOJ-CPB@doj.nh.gov)

**Re: Notice of Data Event**

To Whom It May Concern:

We represent Revival Animal Health (“Revival”), located at 1700 Albany Place SE, Orange City, IA 51041, and are writing to notify your office of a third-party event that may affect the security of certain personal information relating to approximately three hundred twenty-seven (327) New Hampshire residents. This notice may be supplemented with any new significant facts learned subsequent to its submission. By providing this notice, Revival 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**

CommerceV3 previously served as the e-commerce platform host provider for Revival’s website. On June 7, 2023, CommerceV3 informed Revival that between November 24, 2021 and December 14, 2022, an unauthorized actor gained access to CommerceV3’s systems and may have acquired certain information, including information provided by Revival customers when placing an order on Revival’s website during that time period.

Upon becoming aware of the CommerceV3 event, Revival launched an investigation into the nature and scope of the event. Revival also worked with CommerceV3 to confirm the extent and scope of the information potentially impacted and identify the individuals to whom such information relates. Revival completed this process on August 23, 2023, and then moved as quickly as possible to notify potentially affected individuals. The information that could have been

subject to unauthorized access or acquisition includes the following:

### **Notice to New Hampshire Residents**

On October 19, 2023, Revival provided written notice of this event to potentially impacted individuals, including approximately three hundred twenty-seven (327) New Hampshire residents. Written notice is being provided in substantially the same form as the letter attached here as *Exhibit A*.

### **Other Steps Taken and To Be Taken**

This event did not involve Revival's systems, computer environment, or any information stored or maintain by Revival. Rather this event only involved unauthorized access to CommerceV3's systems. Nonetheless, upon becoming aware of the event, Revival moved quickly to investigate and respond to the event, confirm the information reported by CommerceV3, and notify potentially impacted individuals. Revival also is providing access to credit monitoring services for , through IDX, to individuals whose personal information was potentially affected by this event, at no cost to these individuals.

Additionally, Revival is providing impacted individuals with guidance on how to better protect against identity theft and fraud, including advising individuals to report any suspected incidents of identity theft or fraud to their credit card company and/or bank. Revival also is providing individuals with information on how to place fraud alerts and credit freezes on their 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.

Revival is providing written notice of this event to relevant state regulators, as necessary, and to the three major credit reporting agencies, Equifax, Experian, and TransUnion.

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**Contact Information**

Should you have any questions regarding this notification or other aspects of the data security event, please contact us at .

Very truly yours,

Lynda Jensen of  
MULLEN COUGHLIN LLC

LRJ/aml  
Enclosure

# **EXHIBIT A**

<<Full Name>>  
<<Address 1>>  
<<Address 2>>  
<<City>>, <<State>> <<Zip>>  
<<Country>>

October 19, 2023

<<Variable 4 (Notice of Security Incident/Data Breach)>>

Dear <<Full Name>>:

Revival Animal Health (“Revival”) is writing to inform you of an event that impacted our third-party e-commerce platform host provider, CommerceV3. Our records reflect that you placed an order through our e-commerce website between November 24, 2021 and December 14, 2022. Accordingly, you are receiving this notice because your information may have been impacted by the CommerceV3 event. This notice provides information about the event, our response, and resources available to you to help protect your information from possible misuse, should you feel it is necessary to do so.

**What Happened.** CommerceV3 recently informed Revival that between November 24, 2021 and December 14, 2022, an unauthorized actor gained access to CommerceV3’s systems and may have acquired certain information, including information provided by Revival customers when placing an order on our website. Upon becoming aware of the event, Revival launched an investigation into the nature and scope of the event. Revival also worked with CommerceV3 to confirm the extent and scope of the information potentially impacted and identify the individuals to whom such information relates. Revival completed this process on August 23, 2023, and then moved as quickly as possible to notify potentially affected individuals.

**What Information Was Involved.** CommerceV3 identified

**What We Are Doing.** This event did not involve Revival’s systems, computer environment, or any information stored or maintained by Revival. Rather, this event only involved unauthorized access to CommerceV3’s systems.

Nonetheless, the confidentiality, privacy, and security of our customers’ information are among our highest priorities. Accordingly, upon becoming aware of the CommerceV3 event, we moved quickly to investigate and respond to the event, confirm the information reported by CommerceV3, and notify potentially affected individuals. We are notifying potentially affected individuals, including you, so that you may take further steps to best protect your information, should you feel it is necessary to do so. We regret any inconvenience or concern this event may cause. As an added precaution, we are offering credit and identity monitoring services through IDX, a ZeroFox Company, for twelve (12) months, 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 credit reports for suspicious activity and to report any suspicious activity promptly to your bank or financial institution. Additional information and resources are included in the enclosed *Steps You Can Take To Protect Personal Information*. You may also enroll in the complimentary credit and identity monitoring services available to you. Enrollment instructions are attached to this letter.

**For More Information.** We understand that you may have questions about the CommerceV3 event that are not addressed in this letter. If you have additional questions, please call the dedicated assistance line at 1-888-867-2124, Monday through Friday from 9 am to 9 pm Eastern Time, excluding major U.S. holidays. Please have this letter ready if you call. Again, we take the privacy and security of our customers' information very seriously and sincerely regret any inconvenience or concern this event may cause you.

Sincerely,

Lynn Snodgrass  
President and Chief Executive Officer  
Revival Animal Health

## STEPS YOU CAN TAKE TO PROTECT PERSONAL INFORMATION

### **Enroll in Monitoring Services**

**1. Website and Enrollment.** Scan the QR image or go to <https://response.idx.us/RAHandGC> and follow the instructions for enrollment using your Enrollment Code provided at the top of the letter. Please note the deadline to enroll in services is January 19, 2024.

**2. Activate the credit monitoring** provided as part of your IDX identity protection membership. The monitoring included in the membership must be activated to be effective. Note: You must have established credit and access to a computer and the internet to use this service. If you need assistance, IDX will be able to assist you.

**3. Telephone.** Contact IDX at 1-888-867-2124 to gain additional information about this event and speak with knowledgeable representatives about the appropriate steps to take to protect your credit identity.

### **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 a free credit report, visit [www.annualcreditreport.com](http://www.annualcreditreport.com) or call, toll-free, 1-877-322-8228. Consumers may also directly contact the three major credit reporting bureaus listed below to request a free copy of their 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 one-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 consumers are the victim of identity theft, they are entitled to an extended fraud alert, which is a fraud alert lasting seven years. Should consumers wish to place a fraud alert, please contact any 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 a consumer’s name without consent. However, consumers should be aware that using a credit freeze to take control over who gets access to the personal and financial information in their credit report may delay, interfere with, or prohibit the timely approval of any subsequent request or application they make regarding a new loan, credit, mortgage, or any other account involving the extension of credit. Pursuant to federal law, consumers cannot be charged to place or lift a credit freeze on their credit report. To request a credit freeze, individuals may need to provide some or all of 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 they are a victim of identity theft.

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

<b>Equifax</b>	<b>Experian</b>	<b>TransUnion</b>
<a href="https://www.equifax.com/personal/credit-report-services/">https://www.equifax.com/personal/credit-report-services/</a>	<a href="https://www.experian.com/help/">https://www.experian.com/help/</a>	<a href="https://www.transunion.com/credit-help">https://www.transunion.com/credit-help</a>
1-888-298-0045	1-888-397-3742	1-800-916-8800
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**

Consumers may further educate themselves regarding identity theft, fraud alerts, credit freezes, and the steps they can take to protect your personal information by contacting the consumer reporting bureaus, the Federal Trade Commission, or their state Attorney General. The Federal Trade Commission may be reached at: 600 Pennsylvania Avenue NW, Washington, D.C. 20580; [www.identitytheft.gov](http://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. Consumers can obtain further information on how to file such a complaint by way of the contact information listed above. Consumers have the right to file a police report if they ever experience identity theft or fraud. Please note that in order to file a report with law enforcement for identity theft, consumers will likely need to provide some proof that they have been a victim. Instances of known or suspected identity theft should also be reported to law enforcement and the relevant state Attorney General. This notice has not been delayed by law enforcement.

*For District of Columbia residents*, the District of Columbia Attorney General may be contacted at: 400 6th Street, NW, Washington, D.C. 20001; 1-202-727-3400; and [oag.dc.gov](http://oag.dc.gov).

*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 <https://www.marylandattorneygeneral.gov/>.

*For New Mexico residents*, consumers have rights pursuant to the Fair Credit Reporting Act, such as the right to be told if information in their credit file has been used against them, the right to know what is in their credit file, the right to ask for their credit score, and the right to dispute incomplete or inaccurate information. Further, pursuant to the Fair Credit Reporting Act, the consumer reporting bureaus must correct or delete inaccurate, incomplete, or unverifiable information; consumer reporting agencies may not report outdated negative information; access to consumers' files is limited; consumers must give consent for credit reports to be provided to employers; consumers may limit "prescreened" offers of credit and insurance based on information in their credit report; and consumers may seek damages from violators. Consumers may have additional rights under the Fair Credit Reporting Act not summarized here. Identity theft victims and active-duty military personnel have specific additional rights pursuant to the Fair Credit Reporting Act. We encourage consumers to review their rights pursuant to the Fair Credit Reporting Act by visiting [www.consumerfinance.gov/f/201504\\_cfpb\\_summary\\_your-rights-under-fcra.pdf](http://www.consumerfinance.gov/f/201504_cfpb_summary_your-rights-under-fcra.pdf), or by writing Consumer Response Center, Room 130-A, Federal Trade Commission, 600 Pennsylvania Ave. N.W., Washington, D.C. 20580.

*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](http://www.ncdoj.gov).

*For Rhode Island residents*, the Rhode Island Attorney General may be reached at: 150 South Main Street, Providence, RI 02903; 1-401-274-4400; and [www.riag.ri.gov](http://www.riag.ri.gov). Under Rhode Island law, individuals have the right to obtain any police report filed in regard to this event. There are approximately <<#>> Rhode Island residents that may be impacted by this event.