

Via Email: DOJ-CPB@doj.nh.gov

January 23, 2023

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

Dear Sir/Madam

Re: Updated Notice of Data Breach

We are writing on behalf of our client, Special Buys Clothing Inc. DBA Bargain Balloons ("SBCI"), based in Mississauga, Ontario, Canada, to notify your office of a data breach. The data breach affected nine (9) New Hampshire residents.

This notification serves as an addendum to a previous breach notification that SBCI sent to your office via email on December 9th, 2022, notifying of a data breach that was discovered on November 7th, 2022.

On January 16, 2023, SBCI's forensic team found that the investigation conducted on the November 7th, 2022, security incident failed to identify that the operating systems of both servers had been compromised. As a result, in late November, the web server that processed sensitive data was once again compromised through lateral movement from the database server. The threat actor resumed activities and cardholder data was skimmed until December 28th, 2022, which SBCI has noted as the updated end date of the breach.

The compromised customer data included information customers entered onto the Company's checkout page, including different combinations of customers': first name, last name, mailing address, billing address, email address, phone number, and credit card information.

In total, twenty-four (24) New Hampshire residents were affected.

SBCI will notify all affected individuals directly and offer free credit monitoring to individuals affected under the updated breach period.

SBCI has rebuilt both servers and relaunched the website without a direct payment option. SBCI is building a new website and will not resume direct payment activities until a new, more secure site, which takes all payment processing to secure third-party vendor sites, can be launched.

If you require further information, please do not hesitate to contact me.

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January 23, 2023

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Yours sincerely,

Jennifer Davidson
Partner, Deeth Williams Wall LLP

on behalf of Special Buys Clothing Inc. DBA Bargain Balloons

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Mississauga, ON, L4W 1B4
Tel: 1-866-330-1272
Email: privacy@bargainballoons.com



January 28, 2023

RE: Notice of Security Incident at Bargain Balloons

Dear Valued Customers,

We are reaching out to inform you of a security incident that affected our websites, BargainBalloons.com and BargainBalloons.ca (collectively, the "Website"), between November 7 and December 28, 2022. The incident may have resulted in the exposure of some of your personal information.

This email provides details about what happened, our response, and additional steps you can take to protect your personal information – should you feel it appropriate to do so.

What happened?

On December 28, 2022, our security tools alerted us to unauthorized activity in our system. In response, we temporarily shut down the website and hired a leading forensic IT team to investigate.

On January 16, 2023, the investigation confirmed we were the victim of a "skimming attack". This is when an unauthorized outsider collects information from customers as they order through a website. Customer information was compromised on our Website during intermittent periods between September 27 to December 28, 2022.

As you may already know, we previously informed our customers that we were affected by a skimming attack from September 27 to November 7, 2022. At that time, our forensic IT experts assured us that the attack on our Website was fully remediated. We implemented security measures to ensure it could not reoccur. However, despite these efforts and assurances, the hacker was able to find an alternate method to skim information which was not detected by our security tools until December 28, 2022.

What information may have been compromised?

We believe that customers who ordered from our Website between September 27 and December 28, 2022, may have had their names, mailing and/or billing addresses, email addresses, phone numbers, and credit card information compromised. All customers who ordered through PayPal were not affected by this incident.

What actions are we taking?

Bargain Balloons is truly committed to safeguarding the confidentiality, integrity, and availability of all physical and electronic information in our possession. We are fulfilling our regulatory, operational, and contractual requirements for information in our care, including notifying you, relevant privacy commissioners, and other authorities.

We have implemented additional security measures and used the time when the Website was temporarily shut down to rebuild it from scratch on a fresh server. We relaunched the Website on January 2, 2023, with PayPal as our only payment option. By limiting payment processing to PayPal, all payments go through the PayPal portal instead of paying on our Website. This is the most secure way we can operate to ensure the safety of our customers. For more information about payment processing through PayPal, please see: <https://www.paypal.com/us/security/learn-about-paypal-secure-technology>.

Bargain Balloons will be launching a new Website in the coming months. Our new Website will send all payment processing to recognized third-party processors.

What can you do?

We encourage you to remain vigilant in reviewing your credit card activity and account statements, and to monitor your records for any suspicious activity. Please call your credit card provider with any concerns so they can further advise you.

For additional security and peace of mind, Bargain Balloons is offering – at no cost to you – identity and credit monitoring services for twelve (12) months. This will be available in all eligible jurisdictions, to all those who may have been affected by this incident. This offer will be available for ninety (90) days. Please email us at privacy@bargainballoons.com to receive a redemption code and enrolment instructions. If you have already enrolled in credit monitoring through a code we previously provided, then you should not need to enroll again to maintain your initiated 12-month coverage.

For more information:

We recognize that you may have additional questions and may contact our Privacy Officer, Yilian Diaz, by email at privacy@bargainballoons.com or by telephone at **1-866-330-1272**. **Please do not contact us through social media as our accounts are not actively monitored by our customer service agents.**

We know this news may be difficult to hear and we deeply regret its occurrence. We were very distressed to learn that this could happen despite all our efforts. We hope you will understand that we are doing everything in our power to ensure that we remain your trusted vendor for balloons and balloon accessories.

Yours sincerely,

Yilian Diaz

Bargain Balloons | Privacy Officer

Special Buys Clothing Inc DBA Bargain Balloons