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December 23, 2020

VIA U.S. MAIL AND EMAIL: Attorneygeneral@doj.nh.gov

The Honorable Gordon Macdonald
Attorney General of the State of New Hampshire
Office of the Attorney General
33 Capitol Street
Concord, NH 03301

Re: Notice of Data Security Event Relating to New Hampshire Residents
Pursuant to N.H. Rev. Stat. § 359-C:20

Dear Attorney General Macdonald:

I am writing on behalf of Tree Top, Inc. ("Tree Top"), a Washington State company, pursuant to N.H. Rev. Stat. § 359-C:20.

On or about the afternoon of November 10, 2020, Tree Top's computer network was accessed by unauthorized third parties using ransomware. Tree Top first learned of the unauthorized access on November 11, 2020. Tree Top has identified two New Hampshire residents who may have been affected by this incident.

Tree Top engaged a leading forensic consulting firm on November 11 to help secure and restore its systems and to investigate the incident. Tree Top immediately terminated the attackers' access to their network, and took steps to ensure the security of its network and systems, and to restore operations of its systems. Since the breach, Tree Top has upgraded its security controls company-wide. It also has installed leading information security technologies that provide around-the-clock monitoring of its systems and network to detect threats and automatically block suspicious activity in real time, to prevent recurrence of incidents of the type described in this letter. Tree Top has verified with its forensic specialists that the security issues that led to the incident have been resolved.

Personal information of two New Hampshire residents, as defined in N.H. Rev. Stat. § 359-C:19(IV)(a), may have been compromised and potentially exposed to third parties as a result of this incident including (1) information of one of Tree Top's former employees or their beneficiaries or dependents, potentially involving name, address, date of birth, social security number, bank account information, health insurance subscriber number, and/or in some limited cases, medical information; and (2) information of one Tree Top mail order customer, involving name, address, credit card number, and security code. Tree Top will be sending notice to affected

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New Hampshire residents no later than December 24, 2020, and a copy of the notice letter template is attached.

If you have any questions or need additional information regarding this incident, please do not hesitate to contact me.

Very truly yours,

A handwritten signature in blue ink, appearing to read 'M.A. Gold', with a long horizontal flourish extending to the right.

MICHAEL A. GOLD, P.C. of
Jeffer Mangels Butler & Mitchell LLP

MAG:jaa



[Date]

[Insert Recipient's Name]

[Insert Address]

[Insert City, State, Zip]

NOTICE OF DATA BREACH

Dear [Insert customer name]:

We are contacting you regarding a cybersecurity incident experienced by Tree Top, Inc.

What Happened?

On November 11, 2020, we learned that Tree Top's computer network was accessed by unauthorized third parties. The hackers initially gained access to our network through a compromised user account and then gained access to several of our corporate computer systems. Using ransomware, the hackers encrypted a number of our servers that contained personal information. Upon learning of the incident, we immediately launched a thorough forensic investigation with the assistance of leading outside cybersecurity experts and promptly took steps to secure and restore our systems. We are confident at this time that there is no ongoing persistent or unauthorized access to the Tree Top network or systems from this incident.

You are receiving this notice because some of your personal information may have been compromised and potentially exposed to third parties as a result of this incident.

What Information Was Involved?

The personal information potentially compromised during this incident included records of our current and former employees, and a small number of mail order customers. If you are receiving this notice, it may have involved your personal information, as described below:

- ***If you are a current or former employee, dependent or beneficiary, or job applicant of TreeTop*** - this incident may have involved your personal information, including your name, address, date of birth, social security number, bank account information, health insurance subscriber number, and in some limited cases, medical information.
- ***If you are a Mail Order Customer of Tree Top*** - this incident may have involved your name, address, credit card number and three-digit security code.

What Are We Doing?

Upon learning of this incident, we moved quickly to respond. As noted above, we have conducted a thorough forensic investigation with the assistance of outside cybersecurity experts, and that investigation is ongoing. We immediately terminated the attackers' access to our network, and took steps

to ensure the security of our network and systems, and to restore operations of our systems. We have upgraded our security controls company-wide. We also have installed leading information security technologies that provide around-the-clock monitoring of our systems and network to detect threats and automatically block suspicious activity in real time.

What Can You Do?

We strongly encourage you to review the information provided below in the section entitled Steps You Can Take to Protect Your Personal Information.

For More Information

We recognize that individuals may have questions that were not addressed here. If you have additional questions, please contact our dedicated assistance line at **888.401.0572**, Mon-Fri 6 am – 8 pm Pacific Time; Sat/Sun 8 am – 5 pm Pacific Time, except holidays.

STEPS YOU CAN TAKE TO PROTECT YOUR PERSONAL INFORMATION

We Are Providing Complimentary Credit Monitoring:

To help protect your identity, we are offering a complimentary one-year membership of Experian's® IdentityWorksSM. This product provides you with 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:** March 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:** [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 888.401.0572 by March 31, 2021. Be prepared to provide engagement number **DB24493** as proof of eligibility. 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.¹
- **Credit Monitoring:** Actively monitoring of Experian files for indicators of fraud.
- **Identity Restoration:** Agents are available to help you address credit and non-credit related fraud.
- **Up to \$1 Million Identity Theft Insurance²:** Coverage for certain costs and unauthorized electronic fund transfers.

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 888.401.0572.

¹ Daily credit reports are available for online members only. Offline members will be eligible to call for additional reports quarterly after enrolling.

² 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.

Please note that this Identity Restoration support is available to you for one year 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.

You May Also Monitor Your Accounts

We encourage you to remain vigilant against incidents of identity theft and fraud, to review your account statements, and to monitor your free credit reports for suspicious activity and to detect errors. Under U.S. law you are entitled to one free credit report annually from each of the three major credit reporting bureaus. To order your free credit report, visit www.annualcreditreport.com or call, toll-free 1-877-322-8228. You may also contact the three major credit bureaus directly to request a free copy of your credit report.

You have the right to place a “security freeze” on your credit report, which will prohibit a consumer reporting agency from releasing information in your credit report without your express authorization. You should be aware, however, that using a security freeze 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 until you lift the freeze. Pursuant to federal law, you cannot be charged to place or lift a security freeze on your credit report. Should you wish to place a security freeze, please contact the consumer reporting agencies listed below:

Experian P.O. Box 9554 Allen TX 75013 1-888-397-3742 www.experian.com/freeze/center.html	TransUnion P.O. Box 160 Woodlyn, PA 19094 1-800-909-8872 www.transunion.com/creditfreeze	Equifax P.O. Box 105788 Atlanta, GA 30348-5788 1-888-298-0045 www.equifax.com/personal/credit-report-services
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In order to request a security freeze, you will need to provide the following information:

1. Your full name (including middle initial as well as Jr., Sr., II, III, etc.);
2. Social Security number;
3. Date of birth;
4. The addresses where you have lived over the prior 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 (e.g., state driver’s license or ID card);
7. If you are a victim of identity theft, include a copy of either the police report, investigative report, or complaint to a law enforcement agency concerning identity theft.

As an alternative to a security freeze, you have the right to place an initial or extended “fraud alert” on your file at no cost. Should you wish to place a fraud alert, please contact any one of the agencies listed below:

Experian P.O. Box 9554 Allen, TX 75013	TransUnion P.O. Box 2000 Chester, PA 19016	Equifax P.O. Box 105788 Atlanta, GA 30348-5788
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1-888-397-3742 www.experian.com/fraud/center.html	1-800-680-7289 www.transunion.com/fraud-alerts	1-888-298-0045 www.equifax.com/personal/credit-report-services
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MORE INFORMATION

You can further educate yourself regarding identity theft, fraud alerts, security freezes, and the steps you can take to protect yourself, by contacting the consumer reporting agencies, the Federal Trade Commission, or your state Attorney General. The Federal Trade Commission also encourages those who discover that their information has been misused to file a complaint with them. The Federal Trade Commission can 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. 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. 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 www.oag.state.md.us.

For New Mexico residents, you have rights pursuant to the Fair Credit Reporting Act, such as the right to be told if information in your credit file has been used against you, the right to know what is in your credit file, the right to ask for your credit score, and the right to dispute incomplete or inaccurate information. Further, pursuant to the Fair Credit Reporting Act, the consumer reporting agencies must correct or delete inaccurate, incomplete, or unverifiable information; consumer reporting agencies may not report outdated negative information; access to your file is limited; you must give your consent for credit reports to be provided to employers; you may limit "prescreened" offers of credit and insurance you get based on information in your credit report; and you may seek damages from violator. You 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 you to review your rights pursuant to the Fair Credit Reporting Act by visiting 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 provides resources regarding identity theft protection and security breach response at www.ag.ny.gov/internet/privacy-and-identity-theft. The New York Attorney General may be contacted: by phone at 1-800-771-7755; toll-free at 1-800-788-9898; or online at www.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; or www.ncdoj.gov.

For Rhode Island residents, the Rhode Island Attorney General can be reached contacted at 150 South Main Street, Providence, Rhode Island 02903; www.riag.ri.gov, or 1-401-274-4400. Under Rhode Island law, you have the right to obtain any police report filed in regard to this incident. The number of Rhode Island residents potentially impacted by this incident is not currently known.

We sincerely regret this incident and any inconvenience it may cause you. Should you have questions or concerns regarding this matter, please do not hesitate to contact us at:

Tree Top, Inc.

P.O. Box 248

Selah, WA 98942

Or at 888.401.0572 or dataprotection@treetop.com.

Sincerely,

A handwritten signature in blue ink that reads "Tom Hurson". The signature is written in a cursive, flowing style.

Tom Hurson