

May 9, 2023

**RECEIVED**

VIA U.S. MAIL

**MAY 15 2023**

New Hampshire Department of Justice  
Office of the Attorney General  
33 Capitol Street  
Concord, NH 03301

**CONSUMER PROTECTION**

**Re: It Is Written– Incident Notification**

To Whom It May Concern:

McDonald Hopkins PLC represents Adventist Media Center d/b/a It Is Written (“It Is Written”) of Ooltewah, Tennessee. I am writing to provide notification of an incident that may affect the security of personal information of approximately one (1) New Hampshire resident who recently made a purchase from It Is Witten’s retail website, [www.itiswritten.shop](http://www.itiswritten.shop). By providing this notice, It Is Written does not waive any rights or defenses regarding the applicability of New Hampshire law or personal jurisdiction.

It Is Written recently discovered that the purchase page on its retail website, [www.itiswritten.shop](http://www.itiswritten.shop), was modified with malicious code that potentially acted to capture as it was entered on the website in connection with a purchase. The malicious code was added via external access credentials. Upon detecting the Incident, It Is Written removed the malicious code, removed the compromised access credentials, and commenced a prompt and thorough investigation into the incident in consultation with external providers. As a result of this review, It Is Written determined that the payment card information that was potentially accessed and/or acquired was related to certain transactions made through its retail website between February 8, 2023 through March 23, 2023.

It Is Written is providing the affected New Hampshire resident with written notification of this incident commencing on or about May 5, 2023 in substantially the same form as the letter attached hereto. It Is Written will advise the affected resident to always remain vigilant in reviewing financial account statements for fraudulent or irregular activity on a regular basis. It Is Written will advise the affected resident to remain vigilant and to call their bank or card issuer if they see any suspicious transactions. The affected resident will also be provided with the contact information for the consumer reporting agencies and the Federal Trade Commission.

At It Is Written, protecting the privacy of personal information is a top priority. It Is Written is committed to maintaining the privacy of personal and financial information in its possession and has taken many precautions to safeguard it. Following the Incident, It Is Written has worked closely with its online retail store vendor to put additional safeguards in place to prevent a similar incident from occurring in the future.

Chicago | Cleveland | Columbus | Detroit | West Palm Beach

[mcdonaldhopkins.com](http://mcdonaldhopkins.com)





[REDACTED]  
[REDACTED]  
[REDACTED]

[REDACTED]

Dear [REDACTED]:

May 5, 2023

We hope this letter finds you well.

It is with heavy hearts that we inform you of a recent data security incident experienced by It Is Written's online retail website, [www.itiswritten.shop](http://www.itiswritten.shop). This incident involves potential unauthorized access to a limited subset of our customers' payment card data entered at the time of purchase. We understand this can be unsettling, but we want to provide you with information about the incident and let you know that we continue to take significant measures to protect your information.

What Happened?

We recently discovered that the purchase page on our retail website, [www.itiswritten.shop](http://www.itiswritten.shop), was modified with malicious code that potentially acted to capture payment card data as it was entered on the website in connection with a purchase. The malicious code was added via external access credentials. We removed the malicious code, removed the compromised access credentials, and commenced a prompt and thorough investigation into the incident in consultation with external providers. As a result of this review, we determined that the payment card information that was potentially accessed and/or acquired was related to certain transactions made through our retail website between February 8, 2023 through March 23, 2023.

What Information Was Involved?

The information that was potentially accessed and/or acquired in this incident included customer

[REDACTED]. On April 18, 2023, we completed our investigation and determined that you completed a transaction at our retail website during the window of compromise and that your card information and contact information may potentially be at risk. The last four (4) digits of your payment card(s) used to make transactions during the window of compromise are: [REDACTED].

What We Are Doing.

We value and appreciate our relationship with you and wanted to make you aware of the incident. We also wanted to let you know what we are doing to further secure your information, and suggest steps you can take. Since learning of the incident and conducting a thorough investigation, we have implemented enhanced security safeguards to help protect against similar intrusions by working in conjunction with our online retail store commerce provider. We are also conducting ongoing monitoring of our retail website to ensure that it remains secure and clear of any malicious activity.

What You Can Do.

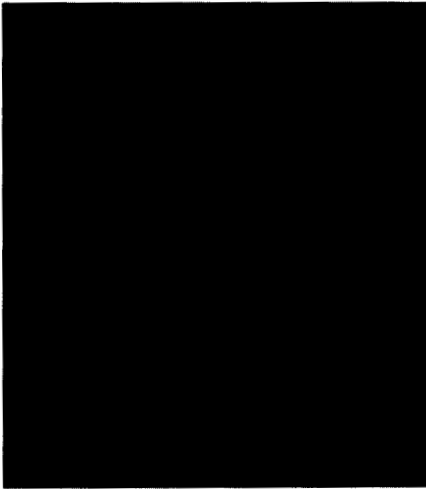
We have no evidence that any of your information has been misused. Nevertheless, out of an abundance of caution, we want to make you aware of the incident. Below you will find precautionary measures you can take to protect your personal information. Additionally, you should always remain vigilant in reviewing your financial account statements for fraudulent or irregular activity on a regular basis. As a best practice, you should also call your bank or card issuer if you see any suspicious transactions. The policies of the payment card brands such as Visa, MasterCard, American Express and Discover provide that you are not liable for any unauthorized charges if you report them in a timely manner. You should also ask your bank or card issuer whether a new card should be issued to you.

*For More Information.*

Please accept our sincere apology that this incident occurred. While we make every effort to safeguard our customers' information, there are always those who attempt to disrupt and harm others for their own gratification. In this case, the responsible party obtained access through sign in credentials outside of the knowledge of anyone at It Is Written. We have worked closely with our online retail store vendor to put additional safeguards in place. It is our commitment to do everything in our power to maintain the privacy of your information and will continue to strengthen our defenses against these kinds of attacks by continually evaluating and modifying our practices. Again, we sincerely apologize that this incident occurred and that you may have been affected by it. We hope this will not in any way damage your trust of or relationship with It Is Written as we endeavor together to bring the message of God's love to the world.

If you have any further questions regarding this incident, please contact one of It Is Written's Customer Service representatives at [REDACTED] or [REDACTED].

Sincerely,



## - OTHER IMPORTANT INFORMATION -

### 1. Placing a Fraud Alert.

You may place an initial 90-day "Fraud Alert" on your credit files, at no charge. A fraud alert tells creditors to contact you personally before they open any new accounts. To place a fraud alert, call any one of the three major credit bureaus at the numbers listed below. As soon as one credit bureau confirms your fraud alert, they will notify the others.

#### ***Equifax***

P.O. Box 105069  
Atlanta, GA 30348-5069  
<https://www.equifax.com/personal/credit-report-services/credit-fraud-alerts/>  
(800) 525-6285

#### ***Experian***

P.O. Box 9554  
Allen, TX 75013  
<https://www.experian.com/fraud/center.html>  
(888) 397-3742

#### ***TransUnion***

Fraud Victim Assistance  
Department  
P.O. Box 2000  
Chester, PA 19016-2000  
<https://www.transunion.com/fraud-alerts>  
(800) 680-7289

### 2. Consider Placing a Security Freeze on Your Credit File.

If you are very concerned about becoming a victim of fraud or identity theft, you may request a "Security Freeze" be placed on your credit file at no cost. A security freeze prohibits, with certain specific exceptions, the consumer reporting agencies from releasing your credit report or any information from it without your express authorization. You may place a security freeze on your credit report by sending a request in writing, by mail, to all three nationwide credit reporting companies. To find out more on how to place a security freeze, you can use the following contact information:

#### ***Equifax Security Freeze***

P.O. Box 105788  
Atlanta, GA 30348-5788  
<https://www.equifax.com/personal/credit-report-services/credit-freeze/>  
(888)-298-0045

#### ***Experian Security Freeze***

P.O. Box 9554  
Allen, TX 75013  
<http://experian.com/freeze>  
(888) 397-3742

#### ***TransUnion Security Freeze***

P.O. Box 160  
Woodlyn, PA 19094  
<https://www.transunion.com/credit-freeze>  
(888) 909-8872

In order to place the security freeze, you'll need to supply your name, address, date of birth, Social Security number and other personal information. After receiving your freeze request, each credit reporting company will send you a confirmation letter containing a unique PIN (personal identification number) or password. Keep the PIN or password in a safe place. You will need it if you choose to lift the freeze.

### 3. Obtaining a Free Credit Report.

Under federal law, you are entitled to one free credit report every 12 months from each of the above three major nationwide credit reporting companies. Call **1-877-322-8228** or request your free credit reports online at [www.annualcreditreport.com](http://www.annualcreditreport.com). Once you receive your credit reports, review them for discrepancies. Identify any accounts you did not open or inquiries from creditors that you did not authorize. Verify all information is correct. If you have questions or notice incorrect information, contact the credit reporting company.

### 4. Additional Helpful Resources.

Even if you do not find any suspicious activity on your initial credit reports, the Federal Trade Commission (FTC) recommends that you check your credit reports periodically. Checking your credit report periodically can help you spot problems and address them quickly.

If you find suspicious activity on your credit reports or have reason to believe your information is being misused, call your local law enforcement agency and file a police report. Be sure to obtain a copy of the police report, as many creditors will want the information it contains to absolve you of the fraudulent debts. You may also file a complaint with the FTC by contacting them on the web at [www.ftc.gov/idtheft](http://www.ftc.gov/idtheft), by phone at 1-877-IDTHEFT (1-877-438-4338), or by mail at Federal Trade Commission, Consumer Response Center, 600 Pennsylvania Avenue, NW, Washington, DC 20580. Your complaint will be added to the FTC's Identity Theft Data Clearinghouse, where it will be accessible to law enforcement for their investigations. In addition, you may obtain information from the FTC about fraud alerts and security freezes.



**Maryland Residents:** You may obtain information about avoiding identity theft from the Maryland Attorney General's Office: Office of the Attorney General of Maryland, Consumer Protection Division, 200 St. Paul Place, Baltimore, MD 21202, [www.oag.state.md.us/Consumer](http://www.oag.state.md.us/Consumer), Telephone: 888-743-0023.

**Massachusetts Residents:** Under Massachusetts law, you have the right to obtain a police report in regard to this incident. If you are the victim of identity theft, you also have the right to file a police report and obtain a copy of it.

**New York Residents:** You may obtain information about preventing identity theft from the New York Attorney General's Office: Office of the Attorney General, The Capitol, Albany, NY 12224-0341; <https://ag.ny.gov/consumer-frauds-bureau/identity-theft>; Telephone: 800-771-7755.

**North Carolina Residents:** You may obtain information about preventing identity theft from the North Carolina Attorney General's Office: Office of the Attorney General of North Carolina, Consumer Protection Division, 9001 Mail Service Center, Raleigh, NC 27699-9001, [www.ncdoj.gov/](http://www.ncdoj.gov/), Telephone: 877-566-7226 (Toll-free within North Carolina), 919-716-6000.

**Oregon Residents:** You may obtain information about preventing identity theft from the Oregon Attorney General's Office: Oregon Department of Justice, 1162 Court Street NE, Salem, OR 97301-4096, [www.doj.state.or.us/](http://www.doj.state.or.us/), Telephone: 877-877-9392

**Washington D.C. Residents:** You may obtain information about preventing identity theft from the Office of the Attorney General for the District of Columbia, 400 6th Street NW, Washington D.C. 20001, <https://oag.dc.gov/consumer-protection>, Telephone: 202-442-9828.