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CONSUMER PROTECTION

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Office of the Attorney General
Attn: Computer Data Security Incident
33 Capitol Street
Concord, NH 03301

October 2, 2017

To Whom It May Concern:

Consistent with N.H. Rev. Stat. §§ 359-C:20, this letter provides notice of a data security incident. Alpha Industries, Inc. ("Alpha") is a clothing manufacturer and apparel retailer that is engaged in online business with individual customers residing in New Hampshire through its website www.alphaindustries.com. Alpha utilizes a digital commerce platform on its website provided by third-party Aptos, Inc. ("Aptos"). As a result, Aptos holds the data of individual consumers associated with their transactions on Alpha websites.

On August 25, 2017, Aptos notified Alpha that Aptos had experienced an intrusion whereby the intruder(s) accessed Aptos' digital commerce platform and may have acquired certain personal information of customers who manually entered their payment card details on Alpha's website and the websites of other retailers. No data was provided at that time regarding which customers were affected. The intrusion apparently began on July 6, 2017 and ended on August 9, 2017. The personal information that the intruder(s) may have had access to includes customers' first and last names, addresses, email addresses, and debit or credit card numbers with expiration dates and CVV verification codes.

On September 8, 2017, Alpha received data on which of its customers were involved in the incident. That data indicates that a total of 634 Alpha customers overall and a single customer with a billing address in New Hampshire was potentially affected by the breach.

We understand that Aptos has engaged a leading cybersecurity firm to determine the scope of the matter and has been working to improve the security of its e-commerce solution. Aptos has also contacted and offered its cooperation with federal law enforcement, specifically the Federal Bureau of Investigation.

Alpha will be providing written notice to the single customer with a billing address in New Hampshire, along with additional affected customers in other states, on approximately Monday, October 2, 2017.

In addition, Alpha is offering, for one year, complimentary credit monitoring and an identity theft restoration product by TransUnion, managed by Epiq Systems, to help alleviate

any concerns affected customers may have. Alpha has also established a call center to provide information to affected customers.

Alpha is committed to full cooperation in answering any questions that your office may have.

Respectfully yours,



Michael Cirker
CEO



Francis Conduah
Controller

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STATE OF NH
DEPT OF JUSTICE