

# WILLIAMS MULLEN

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January 10, 2018

Attorney General Gordon J. MacDonald  
Office of the Attorney General  
Attn: Security Breach Notification  
33 Capitol Street  
Concord, NH 03301

Via email: [doj-cpb@doj.nh.gov](mailto:doj-cpb@doj.nh.gov)

Dear Sir or Madam:

We represent Alton Lane (“Alton Lane”), a men’s clothing company based in Richmond, Virginia, and write to notify you of a data breach incident that involves the personal and financial information of five (5) New Hampshire residents.

## **What Happened:**

In late November, 2017, Alton Lane received notice that in or about November of 2016, malicious code was injected into its information technology systems. The code allowed unauthorized access to certain data, including personal and financial information, that was stored on or managed by the systems. The time period that this code appears to have impacted users is approximately November of 2016 through November of 2017, unauthorized users may have had access to consumer information collected by Alton Lane via its website.

## **What Information Was Involved:**

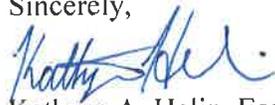
Because of the nature of the breach, Alton Lane believes that New Hampshire residents’ personal information, which may include name, billing address, shipping address, and phone number, and the credit card information for the account used to make a purchase from Alton Lane was compromised.

## **What Alton Lane is Doing in Response to this Incident:**

Alton Lane took immediate steps to investigate this incident and to increase its defenses against future intrusions, including removal of the malicious code from its database, further securing the e-commerce checkout process, hiring a third party security agency to audit its systems and enhancing procedures to maximize the security of its IT infrastructure and systems.

I have attached a copy of the notification that will be sent to New Hampshire residents on January 11, 2018 for your review. If you have any questions or concerns regarding this incident please feel to contact me.

Sincerely,



Kathryn A. Helin, Esq.

## **NOTICE OF DATA BREACH**

January 11, 2018

Dear Sir or Madam:

We are writing to inform you about a data security incident Alton Lane Inc. (“Alton Lane”) recently discovered at its web site [altonlane.com](http://altonlane.com) that may involve your personal and financial information. While we have not found definitive evidence that this information was exported, we take the protection of your information very seriously and wanted to contact you directly to inform you of this breach.

### **What Happened:**

In late November 2017, Alton Lane received notice that in or about November of 2016, malicious code was injected into its information technology systems. The code allowed unauthorized access to certain data, including personal and financial information, that was stored on or managed by the systems. The time period that this code appears to have impacted users is approximately November of 2016 through November of 2017., unauthorized users may have had access to consumer information collected by Alton Lane via its website.

### **What Information Was Involved:**

Because of the nature of the breach, it is possible that some of your personal information — which may include your name, billing address, shipping address, and phone number, as well as the credit card information for the account you used to make a purchase from Alton Lane — may have been compromised.

### **What is Alton Lane Doing in Response to this Incident:**

Alton Lane took immediate steps to investigate this incident and to increase its defenses against future intrusions, including removal of the malicious code from our database, further securing the current e-commerce checkout process, hiring a third-party security agency to assist and audit our systems and enhancing procedures to maximize the security of our IT infrastructure and systems.

### **What Should You Do:**

While Alton Lane is not aware of any misuse of your information, we recommend that you take steps immediately to minimize any risk to your personal information. You should review your credit and debit card records to ensure no fraudulent activity has transpired. You may obtain a copy of your credit report, free of charge, once every 12 months from each of the three nationwide credit reporting companies. To order your annual free credit report, please visit [www.annualcreditreport.com](http://www.annualcreditreport.com) or call toll free at 1-877-322-8228. Contact information for the three nationwide credit reporting companies is as follows:

Equifax: PO Box 740241, Atlanta, GA 30374, [www.equifax.com](http://www.equifax.com), 1-800-685-1111  
Experian: PO Box 2002, Allen, TX 75013, [www.experian.com](http://www.experian.com), 1-888-397-3742  
TransUnion: PO Box 2000, Chester, PA 19016, [www.transunion.com](http://www.transunion.com), 1-800-916-8800

If you believe your personal information has been misused or you have identified fraudulent charges, we recommend you contact your involved credit and/or financial institutions and immediately change your account information. In addition, you should contact the Federal Trade Commission and/or the Attorney General's office in your state. You can obtain information from these sources about steps an individual can take to avoid identity theft as well as information about fraud alerts and security freezes. You should also contact your local law enforcement authorities and file a police report. Obtain a copy of the police report in case you are asked to provide copies to creditors to correct your records. Contact information for the Federal Trade Commission is as follows: Federal Trade Commission, Consumer Response Center, 600 Pennsylvania Avenue, NW, Washington, DC 20580, 1-877-IDTHEFT (438-4338), [www.ftc.gov/idtheft](http://www.ftc.gov/idtheft).

We are committed to the data security of our environment and our customers. If you have any questions or concerns regarding this incident or Alton Lane's response, please contact Alton Lane at [information@altonlane.com](mailto:information@altonlane.com) or (888) 800-8616.

Sincerely,

Matt Rose  
Vice President