

Holland & Knight

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September 19, 2017

via UPS

Attorney General Gordon MacDonald
Consumer Protection and Antitrust Bureau
Office of the Attorney General
33 Capitol Street
Concord, NH 03301

RECEIVED
SEP 20 2017
CONSUMER PROTECTION

Re: Notice Pursuant to New Hampshire Statute § 359-C:19

Dear Attorney General MacDonald,

Pursuant to New Hampshire Statute, section 359-C:19, we are writing on behalf of AM2 Enterprises, LLC (“the Company”) to notify you of an inadvertent disclosure of personal information involving New Hampshire residents.

On or around July 31, 2017, the Company learned that an error in the Approve.Me¹ software caused an inadvertent disclosure of information pertaining to a subset of its customers. The disclosure occurred during the loan application process where the consumer had requested that their information only be shared with one lender, but due to an error in the Company’s software, the information was inadvertently shared with two lenders. The lenders who received this information regularly conduct business with the Company. The personal information shared with the second lender includes customers’ names and Social Security numbers. We believe this error impacted approximately 130 consumers in New Hampshire.

Immediately upon learning of the error, the Company contacted the impacted lenders and informed them that it sent the information in error. In response, the lenders agreed to treat this information as confidential and to not use the information in third-party marketing campaigns.² The Company has also updated its software in an effort to prevent this error from occurring in the future.

¹ AM2 Enterprises, LLC and Approve.Me, LLC are affiliate companies owned by the same parent company.

² While the Company also requested that the lenders delete this information, the lenders advised the Company that, where this information was submitted as part of an application to obtain credit, the lenders are required by regulation to maintain the data, even where it was obtained in error.

Attorney General MacDonald

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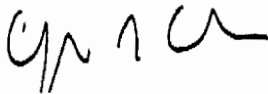
Although the Company has no reason to believe that the lenders will misuse or further disclose the information, in an effort to provide transparency, the Company is notifying individuals who may have been impacted by this error. Enclosed please find a copy of the correspondence that will be sent to New Hampshire consumers on or around September 20, 2017 notifying them of this incident.

Below is the contact information for company representative Marvin Fentress, General Counsel & Chief Compliance Officer:

Marvin Fentress
General Counsel & Chief Compliance Officer
1-385-351-1369
P.O. Box 708423
Sandy, UT 84070-8423

Should you have any questions about this matter, please do not hesitate to contact me directly, by phone or email. Thank you for your attention to this matter.

Sincerely,



Christopher G. Cwalina

AM2 Enterprises, LLC
P.O. Box 708423
Sandy, UT 84070-8423

[POSTMARK DATE]

[FIRST NAME] [LAST NAME]
[LINE 1] [LINE2]
[CITY], [STATE] [ZIP]

NOTICE

We are writing you about the information you provided in a credit line application made through Approve.Me, LLC. Our records show that on [APPLICATION DATE] you completed an application in a store using our web-based form.

At that time, you indicated that you wanted your application information sent to a single lender. Due to an error in our software, we sent your information to two lenders. This information included your name and social security number. We assure you we did not deliberately disregard your instructions and that our software has been corrected.

We notified the second lender that we forwarded your application information to them in error. They have agreed to treat the information as confidential and to not use or transfer it for any third-party marketing purpose.

Approve.Me is committed to respecting your privacy and instructions, and we apologize for not limiting your information to a single lender. Please contact us if you have any questions about this notice. You may reach one of our representatives by calling toll-free 1-888-264-0819 during our regular business hours, 9am to 5pm MST. You may also contact us by email at service@approve.me or by regular mail at the above address.