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May 14, 2019

File No. 50031.607

VIA E-MAIL

Attorney General Gordon MacDonald
Office of the Attorney General
Consumer Protection Bureau
33 Capitol Street
Concord, NH 03301
E-Mail:
DOJ-CPB@doj.nh.gov

Re: NOTIFICATION OF DATA SECURITY INCIDENT

Dear Attorney General MacDonald:

We represent Amsterdam Printing & Litho ("Amsterdam") in Amsterdam, New York, in connection with a recent data security incident that may have involved the personal information of seven New Hampshire residents. The information may have included names and payment card information. Amsterdam has notified all affected individuals.

On February 13, 2019, Amsterdam detected a possible security incident involving its website. Amsterdam immediately launched an investigation and retained a digital forensics firm to determine the scope of the incident and whether personal information for any Amsterdam customer was affected. On April 16, 2019, the investigation determined that payment card information for customers who used its website may have been acquired without authorization. On May 14, 2019, Amsterdam notified the affected individuals of the incident as reflected in the attached letter, and provided them with information about how to protect their personal information. Amsterdam also notified all payment card brands whose payment card accounts were affected, all three credit reporting agencies, and the Federal Bureau of Investigation. Amsterdam will continue to provide law enforcement whatever cooperation is needed to hold the perpetrators accountable.

Attorney General Gordon MacDonald
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Please contact me should you have any questions.

Sincerely,



Sean B. Hoar of
LEWIS BRISBOIS BISGAARD & SMITH LLP

DEA:SBH
Encl.: Consumer Notification Letter



Your Trusted Leader
in Promotional Products

<<Date>> (Format: Month, Day, Year)

<<Client First Name>> << Client Last Name>>

<<Address1>>

<<Address2>>

<<City>>, <<State>> <<Zip Code>>

Subject: Notice of Data Security Incident

Dear << Client First Name>> << Client Last Name>>:

I am writing to inform you of an incident that may have involved your personal information. At Amsterdam Printing & Litho ("Amsterdam Printing") we take the privacy and security of your information very seriously. That is why we are contacting you to notify you of the incident and provide you with steps you can take to protect your information.

What Happened? In February 2019, we detected a possible data security incident. We immediately launched an investigation, and engaged a digital forensics firm to assist in determining whether any payment card information may have been affected. On April 16, 2019, the digital forensics firm determined that payment card information may have been acquired without authorization for purchases at www.amsterdamprinting.com between February 1 and 13, 2019. It appears that your payment card information may have been affected.

What Information Was Involved? The information may have your involved name and payment card information, including your payment card number, card expiration date, and card CVV code.

What Are We Doing? As soon as we discovered the incident, we took the steps described above. We are now providing you with information about steps you can take to help protect your personal information.

What You Can Do: We recommend that you review your account statements for discrepancies or unusual activity and report any suspicious activity to your bank or credit card company. Additional information about how to protect your personal information is available on the following pages.

For More Information: We have engaged CyberScout, a company that specializes in identity theft education and resolution, to assist with any questions that you might have. For guidance or to obtain additional information, please call **1-800-405-6108**, 8:00 a.m. to 5:00 p.m. Eastern time, Monday through Friday, and supply the fraud specialist with your unique code. <code>

We take the privacy and security of all information within our control very seriously. We apologize for any worry or inconvenience that this incident may cause.

Sincerely,

Jason Moreau
Vice President of Solutions Management
Amsterdam Printing & Litho

STEPS YOU CAN TAKE TO FURTHER PROTECT YOUR INFORMATION

Review Your Account Statements and Notify Law Enforcement of Suspicious Activity: As a precautionary measure, we recommend that you remain vigilant and review your account statements and credit reports closely. If you detect any suspicious activity on an account, you should promptly notify the financial institution or company with which the account is maintained. You should also promptly report any fraudulent activity or any suspected incidence of identity theft to proper law enforcement authorities, your state attorney general, and/or the Federal Trade Commission (the "FTC").

Copy of Credit Report: You may obtain a free copy of your credit report from each of the three major credit reporting agencies once every 12 months by visiting <http://www.annualcreditreport.com/>, calling toll-free 877-322-8228, or by completing an Annual Credit Report Request Form and mailing it to Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348. You can also contact one of the following three national credit reporting agencies:

Equifax P.O. Box 105851 Atlanta, GA 30348 1-800-525-6285 www.equifax.com	Experian P.O. Box 9532 Allen, TX 75013 1-888-397-3742 www.experian.com	TransUnion P.O. Box 1000 Chester, PA 19016 1-877-322-8228 www.transunion.com	Free Annual Report P.O. Box 105281 Atlanta, GA 30348 1-877-322-8228 www.annualcreditreport.com
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Fraud Alert: You may want to consider placing a fraud alert on your credit report. An initial fraud alert is free and will stay on your credit file for at least 90 days. The alert informs creditors of possible fraudulent activity within your report and requests that the creditor contact you prior to establishing any accounts in your name. To place a fraud alert on your credit report, contact any of the three credit reporting agencies identified above. Additional information is available at <http://www.annualcreditreport.com>.

Security Freeze: In some U.S. states, you have the right to put a security freeze on your credit file. This will prevent new credit from being opened in your name without the use of a PIN number that is issued to you when you initiate the freeze. A security freeze is designed to prevent potential creditors from accessing your credit report without your consent. As a result, using a security freeze may interfere with or delay your ability to obtain credit. You must separately place a security freeze on your credit file with each credit reporting agency. There should be no charge with placing a security freeze on your credit file. In order to place a security freeze, you may be required to provide the consumer reporting agency with information that identifies you including your full name, Social Security number, date of birth, current and previous addresses, a copy of your state-issued identification card, and a recent utility bill, bank statement or insurance statement.

Additional Free Resources: You can obtain information from the consumer reporting agencies, the FTC or from your respective state Attorney General about steps you can take toward preventing identity theft. You may report suspected identity theft to local law enforcement, including to the FTC or to the Attorney General in your state. Residents of Maryland, North Carolina, and Rhode Island can obtain more information from their Attorneys General using the contact information below.

Federal Trade Commission 600 Pennsylvania Ave, NW Washington, DC 20580 consumer.ftc.gov, and www.ftc.gov/idtheft 1-877-438-4338	Maryland Attorney General 200 St. Paul Place Baltimore, MD 21202 oag.state.md.us 1-888-743-0023	North Carolina Attorney General 9001 Mail Service Center Raleigh, NC 27699 ncdoj.gov 1-877-566-7226	Rhode Island Attorney General 150 South Main Street Providence, RI 02903 http://www.riag.ri.gov 401-274-4400
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You also have certain rights under the Fair Credit Reporting Act (FCRA): These rights include knowing what is in your file; disputing incomplete or inaccurate information; and requiring consumer reporting agencies correct or delete inaccurate, incomplete, or unverifiable information. For more information about the FCRA, please visit <https://www.consumer.ftc.gov/articles/pdf-0096-fair-credit-reporting-act.pdf>.