



MULLEN COUGHLIN
STATE OF NH
DEPT OF JUSTICE
MARCH 10 11:49

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1275 Drummers Lane, Suite 302
Wayne, PA 19087

March 3, 2017

VIA U.S. MAIL

Attorney General Joseph Foster
Office of the New Hampshire Attorney General
Attn: Security Breach Notification
33 Capitol Street
Concord, NH 03301

Re: Supplemental Notice of Data Event

Dear Attorney General Foster:

We represent Theisen's Supply, Inc. ("Theisen's"), 6201 Chavenelle Rd., Dubuque, IA 52002.

On February 25, 2017, Aptos, the company that hosts and manages Theisen's e-commerce site, sent you a notice letter regarding a security incident involving malicious software on their website. This notice letter is attached hereto as **Exhibit A**. We write to supplement Aptos' February 25, 2017 letter, and to notify you that the Theisen's customers impacted by the Aptos incident are being notified via written letter beginning on March 3, 2017. Written notice will be provided in substantially the same form as the letter attached hereto as **Exhibit B**.

Should you have any questions regarding this notification or other aspects of the data security event as it impacted Theisen's, please contact us at 267-930-4786.

Very truly yours,

Ryan Loughlin of
MULLEN COUGHLIN LLC

RCJ:mj
Enclosures

Exhibit A

aptos

945 East Paces Ferry Rd., Suite 1475, Atlanta, GA 30326
+1-866-493-7037 aptos.com

STATE OF NH
DEPT OF JUSTICE
FEB 25 10 12 AM '17

February 25, 2017

BY U.S. MAIL

Office of the Attorney General
33 Capitol Street
Concord, NH 03301

To Whom It May Concern:

Consistent with N.H. Rev. Stat. Ann. § 359-C:20, this letter provides notice of a computer data security incident. Aptos, Inc. (“Aptos”) contracts with a number of online retailers (“Retailers”) who in turn do business with their Consumers (“Individual Consumers”). Aptos provides a digital commerce platform that functions as the back-end for the Retailers’ online stores, as well as an order management system utilized by certain Retailers. As a result, Aptos holds the data of Individual Consumers associated with their transactions at a number of online stores operated by various Retailers.

Aptos has determined that there has been remote access intrusion to its systems that resulted in unauthorized access to information of Individual Consumers. Aptos provides this notice on behalf of those Retailers on the attached schedule. For those Retailers, the intrusion resulted in access to online transaction data including Individual Consumers’ first and last names, addresses, phone numbers, payment card numbers, and expiration dates. In certain instances, CVV2s may have been exposed.

Each Retailer has determined the number of Individual Consumers in your state to whom it will send notice. The number of Individual Consumers receiving notice from each Retailer is listed on the attached schedule, along with contact information for each Retailer and information about the Retailer’s distribution of notices to Individual Consumers.

Our investigation indicates that the intrusion began in approximately February 2016 and ended in approximately December 2016. The Retailers on the attached schedule are notifying a total of 2,858 Individual Consumers with billing addresses in New Hampshire.

Aptos discovered indications of this intrusion in late November 2016, and promptly reported this matter to the FBI and the U.S. Department of Justice. Law

enforcement requested that Aptos not notify the Retailers before February 5, 2017. Aptos gave notice to affected Retailers on February 6, and thereafter provided Individual Consumer contact information to affected Retailers. We are unaware of any reports of payment card fraud or other misuse of the data at issue.

In response to these events, Aptos has worked with a leading cybersecurity firm to remove the malware from its systems and to make security updates to the systems, including strengthening access controls.

Aptos is committed to full cooperation in answering any questions that your office may have. Please feel free to contact me with any questions at securityinfo@aptos.com.

Respectfully yours,

/s/

David Baum
Senior Vice President, General Counsel

Enclosures

Schedule

Retailer Name	Alpha Industries
Contact Information	14200 Park Meadow Drive, Suite 110S Chantilly, VA 20151 Stephanie Cohen 703-378-1420 ext. 138 stephanie@alphaindustries.com
Estimated Number of Individual Consumers Notified in This Jurisdiction	180 [Retailer notes that, as to its customers, no PIN or CVV or SSN data was exposed]
Anticipated Date Individual Consumers Notified	Planned for week of 2/27/2017
Form of Individual Consumer Notification	Mail

Retailer Name	Atlantic Cigar
Contact Information	c/o Davis Wright Tremaine LLP 1919 Pennsylvania Ave. NW, Suite 800 Washington, DC 20006 Christin McMeley Davis Wright Tremaine 202-973-4264 christinmcmeley@dwt.com
Number of Individual Consumers Notified in This Jurisdiction	265 [Retailer notes that, as to its customers, no PIN or CVV or SSN data was exposed]
Date Individual Consumers Notified	On or about 3/1/2017
Form of Individual Consumer Notification	Mail

Retailer Name	Atwood Distributing, L.P.
Contact Information	500 S. Garland Road Enid, OK 73703 Travis Percival 580-233-3702 tpercival@atwoods.com
Number of Individual Consumers Notified in This Jurisdiction	2 [Retailer notes that, as to its customers, no PIN or CVV or SSN data was exposed]
Date Individual Consumers Notified	Between 2/27 – 3/8/2017
Form of Individual Consumer Notification	Mail

Retailer Name	Bluemercury, Inc.
Contact Information	1010 Wisconsin Ave. NW, #700 Washington, District of Columbia 20007 Jennifer Dimotta 202-343-9800 ext. 272 jdimotta@bluemercury.com
Number of Individual Consumers Notified in This Jurisdiction	217 [Retailer notes that, as to its customers, no PIN or CVV or SSN data was exposed]
Date Individual Consumers Notified	Email Notice: 02/15/17 Statutory Letter Notice: 02/23-24/17
Form of Individual Consumer Notification	By mail and/or email, depending on available contact information for customer

Retailer Name	Century, LLC
Contact Information	1000 Century Blvd. Oklahoma City, OK 73110 Mike Maloney 405-426-4281 mmaloney@centurymartialarts.com
Number of Individual Consumers Notified in This Jurisdiction	234 [Retailer notes that, as to its customers, no PIN or CVV or SSN data was exposed]
Date Individual Consumers Notified	2/19/2017
Form of Individual Consumer Notification	Email

Retailer Name	Liberty Hardware Mfg. Corp.
Contact Information	140 Business Park Drive Winston-Salem, NC 27107 Bryan Collie, CFO 336-771-6406 bcollie@libertyhardware.com
Number of Individual Consumers Notified in This Jurisdiction	3 [Retailer notes that, as to its customers, no PIN or CVV or SSN data was exposed]
Date Individual Consumers Notified	2/24/2017
Form of Individual Consumer Notification	Mail

Retailer Name	Movie Mars, Inc.
Contact Information	2024 Independence Commerce, Suite E Matthews, NC 28105 Brian Marzano 704-628-7770 brian.m@moviemars.com
Number of Individual Consumers Notified in This Jurisdiction	81
Date Individual Consumers Notified	TBD
Form of Individual Consumer Notification	Email

Retailer Name	New England Biolabs, Inc.
Contact Information	240 County Line Rd. Ipswich, MA 01938 Sharon Kaiser, CIO, Director of IT 978-380-7576 ITInfo@neb.com
Number of Individual Consumers Notified in This Jurisdiction	346
Date Individual Consumers Notified	2/17/2017
Form of Individual Consumer Notification	Email

Retailer Name	Nutrex Hawaii, Inc.
Contact Information	73-4460 Queen Ka'ahumanu Hwy. #102 Kailua-Kona, HI 96740 Jim Crum, IT Director 808-329-4677 jcrum@cyanotech.com
Number of Individual Consumers Notified in This Jurisdiction	100 [Retailer notes that, based upon communications from Aptos, no PIN or CVV or SSN data for its customers was exposed]
Date Individual Consumers Notified	2/24/2017
Form of Individual Consumer Notification	Mail

Retailer Name	Plow and Hearth, LLC
Contact Information	7021 Wolfstown-Hood Road Madison, VA 22727 Leslie Newton, COO 540-948-2272 lnewton@plowandhearth.com
Number of Individual Consumers Notified in This Jurisdiction	957 [Retailer notes that based upon communications from Aptos, no PIN or SSN data for its customers was exposed]
Date Individual Consumers Notified	Between 2/27/17 and 3/14/17
Form of Individual Consumer Notification	Email

Retailer Name	InboxFitness.com LLC
Contact Information	113 Barksdale Professional Center Newark, DE 19711 Vincent Scalisi 855-874-6269 vincent@inboxfitness.com
Number of Individual Consumers Notified in This Jurisdiction	54
Date Individual Consumers Notified	Pending
Form of Individual Consumer Notification	Mail

Retailer Name	R.C. Purdy Chocolates Ltd. (d/b/a Purdys Chocolatier)
Contact Information	8330 Chester Street Vancouver, British Columbia, Canada V5X 3Y7 Duncan Johnston 604-454-2777 Duncan_j@purdys.com
Number of Individual Consumers Notified in This Jurisdiction	4 [Retailer notes that, as to its customers, no PIN or CVV or SSN data was exposed]
Date Individual Consumers Notified	TBD
Form of Individual Consumer Notification	Mail

R.C. Purdy Chocolates Ltd. views this notification as voluntary because no CVV or SSN data was exposed.

Retailer Name	Running Supply, Inc.
Contact Information	901 North Highway 59 Marshall, MN 56258 Terry Kriz 507-532-9566 terryk@runnings.com
Estimated Number of Individual Consumers Notified in This Jurisdiction	168 [Retailer notes that, as to its customers, no PIN or CVV or SSN data was exposed]
Date Individual Consumers Notified	TBD
Form of Individual Consumer Notification	Mail

Retailer Name	Sport-Smart.com
Contact Information	13300-56 S. Cleveland Ave. #637 Fort Myers, FL 33907 Aimee Rubinstein 239-791-8574 sales@sport-smart.com
Number of Individual Consumers Notified in This Jurisdiction	80
Date Individual Consumers Notified	TBD
Form of Individual Consumer Notification	Email

Retailer Name	Theisen's Inc.
Contact Information	6201 Chavenelle Rd. Dubuque, IA 52002 Brannon Dixon, President 563-556-4738 brannond@theisens.com
Number of Individual Consumers Notified in This Jurisdiction	13
Date Individual Consumers Notified	TBD
Form of Individual Consumer Notification	Mail

Retailer Name	Vapour Organic Beauty, LLC
Contact Information	P.O. Box 99 Taos, NM 87571 Krysia Boinis (owner) Terecina Romero (IT DEPT) 575-737-0732 / 575-751-3662 krysia@vapourbeauty.com terecina@vapourbeauty.com
Number of Individual Consumers Notified in This Jurisdiction	152 [Retailer notes that, as to its customers, no PIN or CVV or SSN data was exposed]
Date Individual Consumers Notified	TBD
Form of Individual Consumer Notification	Email and mail

Retailer Name	Weekends Only, Inc.
Contact Information	349 Marshall Ave., Third Floor St. Louis, MO 63119 Judy Abrams, CFO Dionne Dumitru, COO 314-447-1500 jabrams@weekendsonly.com ddumitru@weekendsonly.com
Number of Individual Consumers Notified in This Jurisdiction	2 [Retailer notes that, as to its customers, no PIN or CVV or SSN data was exposed]
Date Individual Consumers Notified	TBD
Form of Individual Consumer Notification	TBD

Exhibit B

THEISEN SUPPLY INC.

Return Mail Processing Center
P.O. Box 6336
Portland, OR 97228-6336

STATE OF NH
DEPT OF JUSTICE

2017 FEB -08 10:49

<<Mail ID >>
<<Name1>>
<<Address1>>
<<Address2>>
<<City>> <<State>> <<Zip>>

<<Date>>

RE: Notice of Data Breach

Dear <<Name 1>>:

Theisen's Inc., ("Theisen's"), is writing regarding a recent data security incident on our e-commerce website that may impact the demographic and payment card information you used on our site. We wanted to provide you with information about this incident, our response, and steps you can take to prevent fraud, should you feel it necessary to do so.

What Happened? On February 8, 2017, we received information from Aptos, the company that hosts and manages our e-commerce site, that customer information stored in their system had been compromised by malicious software injected into the Aptos system sometime in February, 2016. This malicious software allowed the attacker to capture sensitive customer information prior to encryption as well as decrypt historical credit card information stored on the site. Upon learning of this incident, we immediately began an investigation to identify what happened and what information may be impacted. Aptos has been working with the FBI and the U.S. Department of Justice since they discovered the intrusion and have only recently received permission from the FBI to notify us about this incident. **Please note that this incident affects only transactions made on our e-commerce website, and does not affect any purchases made in our retail stores.**

What Information Was Involved? Aptos is reporting that customer demographic and credit/debit card information entered on our e-commerce site between February 2016 and December 2016 was accessed by an unknown actor. In addition to payment information entered between February and December, 2016, the intruder also had access to historical payment card information stored by Aptos. The information accessed includes the cardholder's name, address, telephone number, email address, card number, card type and expiration date. While the card number and other card data was encrypted, Aptos reports that the bad actor was able to decrypt the card data.

What We Are Doing. We take this incident, and information security, very seriously at Theisen's. We are diligently investigating this incident, and we are currently taking steps to obtain additional information from Aptos. We are also working to ensure that Aptos is taking all steps necessary to protect our customer information. Additionally, we are providing written notice of this incident to those who may be impacted so that they can take steps to prevent possible fraud. Certain state regulators are also being notified about this incident.

What You Can Do. You can stay vigilant by reviewing your credit card statements for any suspicious charges. You can also review the enclosed "Steps You Can Take to Protect Against Identity Theft and Fraud", which includes guidance on steps you can take to better protect against the possibility of fraud and identify theft.

As an added precaution, we have arranged to have Experian to provide you with CSID Protector services, including CyberAgent[®] Internet Surveillance and Identity Theft Insurance, for 12 months at no cost to you. The following identity protection services start on the date of this notice, and you can use them at any time during the next 12 months. The cost of this service will be paid for by Theisen's. It is incumbent upon you to enroll in these services, as we are not able to act on your behalf to enroll you in identity monitoring.

CSID Protector includes:

- CyberAgent®: CSID's Internet surveillance technology scours websites, chat rooms and bulletin boards 24/7 to identify trading or selling of your personal information on the Dark Web.
- Identity Theft Insurance: You are eligible for reimbursement for certain expenses in the event that your identity is compromised with a \$1,000,000 insurance policy that has been issued to CSID.
- Identity Restoration: Work with a certified identity theft restoration specialist, who will work on your behalf to restore your identity and let you get on with your life

You can sign up for these services by doing the following:

- Visit <https://www.csid.com/csidlprotector> to complete a secure sign up process and answer some questions to confirm your identity.
- Submit your PIN Code: <<Code>>. This PIN Code can only be used once and cannot be transferred to another individual.
- Activate your CSID Protector coverage no later than March 2, 2018.

Additionally, Identity Restoration services are available to you as of March 3, 2017, with no further action required. If you are a victim of fraud, simply call CSID at (877) 926-1113 no later than March 2, 2018, and a dedicated Identity Theft Restoration agent will help you restore your identity. Please provide the PIN Code in this letter as proof of eligibility. The Engagement number for this matter is DB00570.

For More Information. We sincerely regret any inconvenience or concern this incident may have caused you. If you have questions or concerns that are not addressed in this notice letter, you may call the dedicated assistance line we've established regarding this incident. You may call the assistance line at 844-774-7461, Monday through Friday, 9:00 a.m. to 9:00 p.m. E.S.T (excluding U.S. holidays).

Sincerely,



Brannon Dixon
President, Theisen's, Inc.

Steps You Can Take to Protect Against Identity Theft and Fraud

We encourage you to remain vigilant against incidents of identity theft and fraud, to review your account statements, and to monitor your credit reports for suspicious activity. Under U.S. law you are entitled to one free credit report annually from each of the three major credit reporting bureaus. To order your free credit report, visit www.annualcreditreport.com or call, toll-free, 1-877-322-8228. You may also contact the three major credit bureaus directly to request a free copy of your credit report.

At no charge, you can also have these credit bureaus place a "fraud alert" on your file that alerts creditors to take additional steps to verify your identity prior to granting credit in your name. Note, however, that because it tells creditors to follow certain procedures to protect you, it may also delay your ability to obtain credit while the agency verifies your identity. As soon as one credit bureau confirms your fraud alert, the others are notified to place fraud alerts on your file. Should you wish to place a fraud alert, or should you have any questions regarding your credit report, please contact any one of the agencies listed below.

Equifax
P.O. Box 105069
Atlanta, GA 30348
800-525-6285
www.equifax.com

Experian
P.O. Box 2002
Allen, TX 75013
888-397-3742
www.experian.com

TransUnion
P.O. Box 2000
Chester, PA 19022-2000
800-680-7289
www.transunion.com

You may also place a security freeze on your credit reports. A security freeze prohibits a credit bureau from releasing any information from a consumer's credit report without the consumer's written authorization. However, please be advised that placing a security freeze on your credit report may delay, interfere with, or prevent the timely approval of any requests you make for new loans, credit mortgages, employment, housing, or other services. If you have been a victim of identity theft, and you provide the credit bureau with a valid police report, it cannot charge you to place, list or remove a security freeze. In all other cases, a credit bureau may charge you a fee to place, temporarily lift, or permanently remove a security freeze. You will need to place a security freeze separately with each of the three major credit bureaus listed above if you wish to place a freeze on all of your credit files. 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
1-800-685-1111
(NY residents please call 1-800-349-9960)
<https://www.freeze.equifax.com>

Experian Security Freeze
P.O. Box 9554
Allen, TX 75013
1-888-397-3742
www.experian.com/freeze/center.html

TransUnion
P.O. Box 2000
Chester, PA 19022
1-888-909-8872
www.transunion.com

You can further educate yourself regarding identity theft, fraud alerts, and the steps you can take to protect yourself, by contacting the Federal Trade Commission or your state Attorney General. **For North Carolina residents**, the Attorney General can be contacted at 9001 Mail Service Center, Raleigh, NC 27699-9001, 1-919-716-6400, www.ncdoj.gov. **For Maryland residents**, the Attorney General can be contacted at 200 St. Paul Place, 16th Floor, Baltimore, MD 21202, 1-888-743-0023, www.oag.state.md.us. **For Rhode Island residents**, Attorney General can be contacted at (401) 274-4400, <http://www.riag.ri.gov>, or 150 South Main Street, Providence, RI 02903. Approximately 6 Rhode Island residents may be impacted by this incident. The Federal Trade Commission can be reached at: 600 Pennsylvania Avenue NW, Washington, DC 20580, www.identitytheft.gov, 1-877-ID-THEFT (1-877-438-4338); TTY: 1-866-653-4261. The Federal Trade Commission also encourages those who discover that their information has been misused to file a complaint with them. You can obtain further information on how to file such a complaint by way of the contact information listed above. You have the right to file a police report if you ever experience identity theft or fraud. Please note that in order to file a crime report or incident report with law enforcement for identity theft, you will likely need to provide some kind of proof that they have been a victim. Instances of known or suspected identity theft should also be reported to law enforcement.