

STATE OF NH
OFFICE OF JUSTICE

March 10, 2017

VIA FEDERAL EXPRESS

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

Dear Sir or Madam:

On behalf of Affy Tapple, this letter is an update to my previous correspondence of February 24, 2017 concerning the ecommerce platform data incident at Aptos, Inc.

Since my last correspondence, we received updated information from Aptos confirming that fewer of our customers in your state were potentially impacted by the Aptos data incident than initially reported by Aptos. According to this new information from Aptos, approximately 1 customer of Affy Tapple was potentially impacted by the Aptos data incident in New Hampshire.

Enclosed please find a copy of the final voluntary disclosure letter to our customers, with billing addresses in your state, who have been identified by Aptos as potentially impacted by the Aptos data incident.

Our investigation into this matter is ongoing and we continue to receive additional information from Aptos. Affy Tapple is committed to cooperating in answering any questions that your office may have. Please feel free to contact me with any questions at tmcclamroch@affytapple.com or (847) 929-6568.

Sincerely,



Todd McClamroch
VP of Marketing
Affy Tapple
6300 Gross Point Rd.
Niles, IL 60714

Affy Tapple LLC

6300 Gross Point Rd.
Niles, IL 60714



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March 8, 2017



Dear [REDACTED],

Thank you for being a loyal Affy Tapple customer. We are writing to you because of an incident involving some payment card transaction information ("Information") associated with purchase(s) you have made through our website www.affytapple.com, or our call center, regarding your account [REDACTED], with the following card(s) (last four digits of card number provided): [REDACTED].

Although we are unaware of any actual misuse of the Information provided by you or any of our customers, we are providing this letter about the incident because we take the security of our customers' information seriously.

We are voluntarily providing this information to you as a courtesy in the interest of keeping you fully informed.

What Happened?

Affy Tapple, along with a wide range of major retailers, utilizes a third party company named Aptos to operate and maintain the technology for website and telephone orders. On February 6, 2017, Aptos informed us that unauthorized person(s) electronically accessed and placed malware on Aptos' platform holding Information for 40 online retailers, including Affy Tapple, from approximately February 2016 and ended in December 2016. Aptos has told us that it discovered the breach in November 2016, but was asked by law enforcement investigating the incident to delay notification to allow the investigation to move forward.

What Information Was Involved?

As you may recall from shopping on www.affytapple.com or ordering through our call center, the information we request for purchases of our products is limited. On February 6, 2017, Aptos informed us that the following information may have been exposed:

- first and last name
- email address
- address
- payment card number(s) with expiration date(s).
- phone number

Note, your CVV (or security or access) code for your card was NOT exposed.

We immediately began investigating this matter and learned from Aptos on February 9, 2017 that your Information may have been involved in this incident at Aptos.

Next Steps.

While our investigation continues, Aptos has advised us that it has worked with a leading cybersecurity firm to remove the malware responsible for this incident, has made security updates, strengthened access controls, and is monitoring its systems to further safeguard customer information. Aptos has also advised us that it has contacted and offered its cooperation to federal law enforcement, and that the government investigation is ongoing.

We are unaware of any actual misuse of Information associated with this incident. However, consumers should regularly and vigilantly review their payment card statements and report any suspicious activity to their card issuer. You may also contact your card company and inform them of the Aptos incident and ask to have a new card number issued.

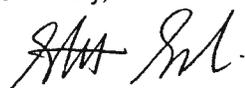
In addition, if it provides comfort to you, as a courtesy and in recognition for how much we value your business, we are offering free credit monitoring services to customers receiving this notification. We have arranged with Kroll Information Assurance LLC ("Kroll") to offer you the option of one year of credit monitoring at no cost to you. If you would like to take advantage of this offer, **you must enroll by June 8, 2017**. You can activate your membership by either visiting Kroll's website at kroll.idmonitoringservice.com or, if you would like to receive credit monitoring by mail instead of online, you may call 1-855-656-6591. Please reference your membership number: [REDACTED]. Also, please refer to the attached document from Kroll, which provides an overview of the services available to you.

For More Information.

For information about credit monitoring and the security of information, please contact Kroll at 1-855-656-6591, Monday through Friday between 8:00 a.m and 5:00 p.m. Central Standard Time.

Again, we take the security of our customers' information seriously. We apologize for any inconvenience this incident may cause you. We value your business. If you have additional questions, please contact us directly at this dedicated line, 1-866-204-0564, Monday through Friday between 8:00 a.m. and 5:00 p.m. Central Standard Time.

Sincerely,



Stuart Sorkin
President and CEO
Affy Tapple LLC

ADDITIONAL RESOURCES

Contact information for the three nationwide credit reporting agencies is:

Equifax, PO Box 740241, Atlanta, GA 30374, www.equifax.com, 1-800-685-1111

Experian, PO Box 2104, Allen, TX 75013, www.experian.com, 1-888-397-3742

TransUnion, PO Box 2000, Chester, PA 19022, www.transunion.com, 1-800-888-4213

Free Credit Report. It is recommended that you remain vigilant for incidents of fraud and identity theft by reviewing account statements and monitoring your credit report for unauthorized activity. You may obtain a copy of your credit report, free of charge, once every 12 months from each of the three nationwide credit reporting agencies.

To order your annual free credit report please visit www.annualcreditreport.com or call toll free at **1-877-322-8228**.

You can also order your annual free credit report by mailing a completed Annual Credit Report Request Form (available from the U.S. Federal Trade Commission's ("FTC") website at www.consumer.ftc.gov) to:

Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348-5281.

For Colorado, Georgia, Maine, Maryland, Massachusetts, New Jersey, Puerto Rico, and Vermont residents:

You may obtain one or more (depending on the state) additional copies of your credit report, free of charge. You must contact each of the credit reporting agencies directly to obtain such additional report(s).

Fraud Alert. You may place a fraud alert in your file by calling one of the three nationwide credit reporting agencies above. A fraud alert tells creditors to follow certain procedures, including contacting you before they open any new accounts or change your existing accounts. For that reason, placing a fraud alert can protect you, but also may delay you when you seek to obtain credit.

Security Freeze. You have the ability to place a security freeze on your credit report.

A security freeze is intended to prevent credit, loans and services from being approved in your name without your consent. To place a security freeze on your credit report, you may be able to use an online process, an automated telephone line, or a written request to any of the three credit reporting agencies listed above. The following information must be included when requesting a security freeze (note that if you are requesting a credit report for your spouse, this information must be provided for him/her as well): (1) full name, with middle initial and any suffixes; (2) Social Security number; (3) date of birth; (4) current address and any previous addresses for the past five years; and (5) any applicable incident report or complaint with a law enforcement agency or the Registry of Motor Vehicles. The request must also include a copy of a government-issued identification card and a copy of a recent utility bill or bank or insurance statement. It is essential that each copy be legible, display your name and current mailing address, and the date of issue. The credit reporting agencies may charge a fee to place a freeze, temporarily lift it or permanently remove it. The fee is waived if you are a victim of identity theft and have submitted a valid investigative or law enforcement report or complaint relating to the identity theft incident to the credit reporting agencies. (You must review your state's requirement(s) and/or credit bureau requirement(s) for the specific document(s) to be submitted.)

For Massachusetts residents: The fee for each placement of a freeze, temporary lift of a freeze, or removal of a freeze is \$5.

Federal Trade Commission and State Attorneys General Offices. If you believe you are the victim of identity theft or have reason to believe your personal information has been misused, you should immediately contact the Federal Trade Commission and/or the Attorney General's office in your home state. You may also contact these agencies for information on how to prevent or avoid identity theft.

You may contact the **Federal Trade Commission**, Consumer Response Center, 600 Pennsylvania Avenue, NW, Washington, DC 20580, www.ftc.gov/bcp/edu/microsites/idtheft/, 1-877-IDTHEFT (438-4338).

For Maryland residents: You may contact the Maryland Office of the Attorney General, Consumer Protection Division, 200 St. Paul Place, Baltimore, MD 21202, www.oag.state.md.us, 1-888-743-0023.

For North Carolina residents: You may contact the North Carolina Office of the Attorney General, Consumer Protection Division, 9001 Mail Service Center, Raleigh, NC 27699-9001, www.ncdoj.com, 1-877-566-7226.

For Rhode Island residents: You may contact the Rhode Island Office of the Attorney General, 150 South Main Street, Providence, Rhode Island 02903, www.riag.ri.gov, 401-274-4400.

Reporting of identity theft and obtaining a police report.

File and obtaining a police report: You have the right to file and obtain a police report.

For Iowa residents: You are advised to report any suspected identity theft to law enforcement or to the Iowa Attorney General.

For Massachusetts residents: You have the right to obtain a police report if you are a victim of identity theft.

For Oregon residents: You are advised to report any suspected identity theft to law enforcement, the Federal Trade Commission, and the Oregon Attorney General.



TAKE ADVANTAGE OF YOUR IDENTITY MONITORING SERVICES

You've been provided with access to the following services¹ from Kroll:

Credit Monitoring through TransUnion

You'll receive alerts when there are changes to your credit data—for instance, when a new line of credit is applied for in your name. If you do not recognize the activity, you'll have the option to call a Kroll fraud specialist, who can help you determine if it's an indicator of identity theft.

Fraud Consultation

You have unlimited access to consultation with a Kroll fraud specialist. Support includes showing you the most effective ways to protect your identity, explaining your rights and protections under the law, assistance with fraud alerts, and interpreting how personal information is accessed and used, including investigating suspicious activity that could be tied to an identity theft event.

Identity Theft Restoration

If you become a victim of identity theft, an experienced Kroll licensed investigator will work on your behalf to resolve related issues. You will have access to a dedicated investigator who understands your issues and will do most of the work for you. Your investigator can dig deep to uncover all aspects of the identity theft, and then work to resolve it.

¹ Kroll's activation website is only compatible with the current version or one version earlier of Internet Explorer, Chrome, Firefox, and Safari. To receive credit services, you must be over the age of 18 and have established credit in the U.S., have a Social Security number in your name, and have a U.S. residential address associated with your credit file.

STATE OF NH
DEPT OF JUSTICE

March 10, 2017

VIA FEDERAL EXPRESS

MAR 13 11:21

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

Dear Sir or Madam:

On behalf of Mrs Prindables, this letter is an update to my previous correspondence of February 24, 2017 concerning the ecommerce platform data incident at Aptos, Inc.

Since my last correspondence, we received updated information from Aptos confirming that fewer of our customers in your state were potentially impacted by the Aptos data incident than initially reported by Aptos. According to this new information from Aptos, approximately 318 customers of Mrs Prindables were potentially impacted by the Aptos data incident in New Hampshire.

Enclosed please find a copy of the final voluntary disclosure letter to our customers, with billing addresses in your state, who have been identified by Aptos as potentially impacted by the Aptos data incident.

Our investigation into this matter is ongoing and we continue to receive additional information from Aptos. Mrs Prindables is committed to cooperating in answering any questions that your office may have. Please feel free to contact me with any questions at tmclamroch@mrsprindables.com or (847) 929-6568.

Sincerely,



Todd McClamroch
VP of Marketing
Mrs Prindables
6300 Gross Point Rd.
Niles, IL 60714

Mrs Prindables

6300 Gross Point Rd.
Niles, IL 60714



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March 8, 2017



Dear [REDACTED],

Thank you for being a loyal Mrs Prindables customer. We are writing to you because of an incident involving some payment card transaction information ("Information") associated with purchase(s) you have made through our website www.mrsprindables.com, or our call center, regarding your account [REDACTED], with the following card(s) (last four digits of card number provided): [REDACTED].

Although we are unaware of any actual misuse of the Information provided by you or any of our customers, we are providing this letter about the incident because we take the security of our customers' information seriously.

We are voluntarily providing this information to you as a courtesy in the interest of keeping you fully informed.

What Happened?

Mrs Prindables, along with a wide range of major retailers, utilizes a third party company named Aptos to operate and maintain the technology for website and telephone orders. On February 6, 2017, Aptos informed us that unauthorized person(s) electronically accessed and placed malware on Aptos' platform holding Information for 40 online retailers, including Mrs Prindables, from approximately February 2016 and ended in December 2016. Aptos has told us that it discovered the breach in November 2016, but was asked by law enforcement investigating the incident to delay notification to allow the investigation to move forward.

What Information Was Involved?

As you may recall from shopping on www.mrsprindables.com or ordering through our call center, the information we request for purchases of our products is limited. On February 6, 2017, Aptos informed us that the following information may have been exposed:

- first and last name
- email address
- address
- payment card number(s) with expiration date(s).
- phone number

Note, your CVV (or security or access) code for your card was NOT exposed.

We immediately began investigating this matter and learned from Aptos on February 9, 2017 that your Information may have been involved in this incident at Aptos.

Next Steps.

While our investigation continues, Aptos has advised us that it has worked with a leading cybersecurity firm to remove the malware responsible for this incident, has made security updates, strengthened access controls, and is monitoring its systems to further safeguard customer information. Aptos has also advised us that it has contacted and offered its cooperation to federal law enforcement, and that the government investigation is ongoing.

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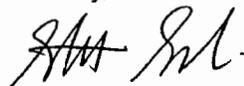
In addition, if it provides comfort to you, as a courtesy and in recognition for how much we value your business, we are offering free credit monitoring services to customers receiving this notification. We have arranged with Kroll Information Assurance LLC ("Kroll") to offer you the option of one year of credit monitoring at no cost to you. If you would like to take advantage of this offer, **you must enroll by June 8, 2017**. You can activate your membership by either visiting Kroll's website at kroll.idmonitoringservice.com or, if you would like to receive credit monitoring by mail instead of online, you may call 1-855-656-6591. Please reference your membership number: [REDACTED]. Also, please refer to the attached document from Kroll, which provides an overview of the services available to you.

For More Information.

For information about credit monitoring and the security of information, please contact Kroll at 1-855-656-6591, Monday through Friday between 8:00 a.m and 5:00 p.m. Central Standard Time.

Again, we take the security of our customers' information seriously. We apologize for any inconvenience this incident may cause you. We value your business. If you have additional questions, please contact us directly at this dedicated line, 1-866-204-0565, Monday through Friday between 8:00 a.m. and 5:00 p.m. Central Standard Time.

Sincerely,



Stuart Sorkin
President and CEO
Mrs Prindables

ADDITIONAL RESOURCES

Contact information for the three nationwide credit reporting agencies is:

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Experian, PO Box 2104, Allen, TX 75013, www.experian.com, 1-888-397-3742

TransUnion, PO Box 2000, Chester, PA 19022, www.transunion.com, 1-800-888-4213

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To order your annual free credit report please visit www.annualcreditreport.com or call toll free at **1-877-322-8228**.

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For Colorado, Georgia, Maine, Maryland, Massachusetts, New Jersey, Puerto Rico, and Vermont residents:

You may obtain one or more (depending on the state) additional copies of your credit report, free of charge. You must contact each of the credit reporting agencies directly to obtain such additional report(s).

Fraud Alert. You may place a fraud alert in your file by calling one of the three nationwide credit reporting agencies above. A fraud alert tells creditors to follow certain procedures, including contacting you before they open any new accounts or change your existing accounts. For that reason, placing a fraud alert can protect you, but also may delay you when you seek to obtain credit.

Security Freeze. You have the ability to place a security freeze on your credit report.

A security freeze is intended to prevent credit, loans and services from being approved in your name without your consent. To place a security freeze on your credit report, you may be able to use an online process, an automated telephone line, or a written request to any of the three credit reporting agencies listed above. The following information must be included when requesting a security freeze (note that if you are requesting a credit report for your spouse, this information must be provided for him/her as well): (1) full name, with middle initial and any suffixes; (2) Social Security number; (3) date of birth; (4) current address and any previous addresses for the past five years; and (5) any applicable incident report or complaint with a law enforcement agency or the Registry of Motor Vehicles. The request must also include a copy of a government-issued identification card and a copy of a recent utility bill or bank or insurance statement. It is essential that each copy be legible, display your name and current mailing address, and the date of issue. The credit reporting agencies may charge a fee to place a freeze, temporarily lift it or permanently remove it. The fee is waived if you are a victim of identity theft and have submitted a valid investigative or law enforcement report or complaint relating to the identity theft incident to the credit reporting agencies. (You must review your state's requirement(s) and/or credit bureau requirement(s) for the specific document(s) to be submitted.)

For Massachusetts residents: The fee for each placement of a freeze, temporary lift of a freeze, or removal of a freeze is \$5.

Federal Trade Commission and State Attorneys General Offices. If you believe you are the victim of identity theft or have reason to believe your personal information has been misused, you should immediately contact the Federal Trade Commission and/or the Attorney General's office in your home state. You may also contact these agencies for information on how to prevent or avoid identity theft.

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Reporting of identity theft and obtaining a police report.

File and obtaining a police report: You have the right to file and obtain a police report.

For Iowa residents: You are advised to report any suspected identity theft to law enforcement or to the Iowa Attorney General.

For Massachusetts residents: You have the right to obtain a police report if you are a victim of identity theft.

For Oregon residents: You are advised to report any suspected identity theft to law enforcement, the Federal Trade Commission, and the Oregon Attorney General.



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¹ Kroll's activation website is only compatible with the current version or one version earlier of Internet Explorer, Chrome, Firefox, and Safari. To receive credit services, you must be over the age of 18 and have established credit in the U.S., have a Social Security number in your name, and have a U.S. residential address associated with your credit file.