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AUG 27 2020

CONSUMER PROTECTION

Gregory Bautista  
Office: (267) 930-1509  
Fax: (267) 930-4771  
Email: [gbautista@mullen.law](mailto:gbautista@mullen.law)

1127 High Ridge Road, #301  
Stamford, CT 06905

August 21, 2020

**VIA U.S. MAIL**

Consumer Protection Bureau  
Office of the New Hampshire Attorney General  
33 Capitol Street  
Concord, NH 03301

**Re: Notice of Data Event**

Dear Sir or Madam:

We represent Art Resource, Inc. & Artists Rights Society (“Art Resource, Inc. & Artists Rights Society”) located at 65 Bleecker Street, 12th Floor, New York, NY, 10012, and are writing to notify your office of an incident that may affect the security of some personal information relating to eleven (11) New Hampshire residents. Notice will be supplemented with any new significant facts learned subsequently. By providing this notice, Art Resource, Inc. & Artists Rights Society does not waive any rights or defenses regarding the applicability of New Hampshire law, the applicability of the New Hampshire data event notification statute, or personal jurisdiction.

**Nature of the Data Event**

On or about May 26, 2020, Art Resource, Inc. and Artists Rights Society determined that certain employee and member information may have been disclosed pursuant to ransomware incident which encrypted certain personal information. Following the incident, Art Resource, Inc. & Artists Rights Society immediately engaged a computer forensics expert to investigate how the threat actor penetrated the environment and to determine which information, if any, was accessed by the unknown, unauthorized party. The forensic investigation determined that certain personal information may have been accessed by an unauthorized party during a period of unauthorized access.

The information that could have been subject to unauthorized access includes name and Social Security number; however, Art Resource, Inc. & Artists Rights Society has not received an indication that the data has been misused to date.

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### **Notice to New Hampshire Residents**

On or about August 21, 2020, Art Resource, Inc. & Artists Rights Society provided written notice of this incident to all affected individuals, which includes eleven (11) New Hampshire residents. Written notice is being provided in substantially the same form as the letter attached here as *Exhibit A*.

### **Other Steps Taken and To Be Taken**

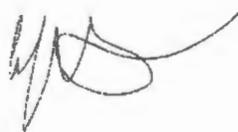
Upon discovering the event, Art Resource, Inc. & Artists Rights Society moved quickly to investigate and respond to the incident, assess the security of Art Resource, Inc. & Artists Rights Society systems, and notify potentially affected individuals. Art Resource, Inc. & Artists Rights Society is also working to implement additional safeguards and training to its employees. Art Resource, Inc. & Artists Rights Society is providing access to credit monitoring services for between one and two years, through Kroll, to individuals whose personal information was potentially affected by this incident, at no cost to these individuals.

Additionally, Art Resource, Inc. & Artists Rights Society is providing impacted individuals with guidance on how to better protect against identity theft and fraud, including advising individuals to report any suspected incidents of identity theft or fraud to their credit card company and/or bank. Art Resource, Inc. & Artists Rights Society is providing individuals with information on how to place a fraud alert and security freeze on one's credit file, information on protecting against tax fraud, the contact details for the national consumer reporting agencies, information on how to obtain a free credit report, a reminder to remain vigilant for incidents of fraud and identity theft by reviewing account statements and monitoring free credit reports, and encouragement to contact the Federal Trade Commission, their state Attorney General, and law enforcement to report attempted or actual identity theft and fraud.

### **Contact Information**

Should you have any questions regarding this notification or other aspects of the data security event, please contact us at (267) 930-1509.

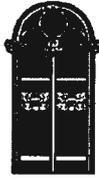
Very truly yours,



Gregory Bautista of  
MULLEN COUGHLIN LLC

GJB /plm  
Enclosure

# **EXHIBIT A**



ART  
RESOURCE

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

<<first\_name>> <<middle\_name>> <<last\_name>> <<suffix>>  
<<address\_1>>  
<<address\_2>>  
<<city>>, <<state\_province>> <<postal\_code>>  
<<country >>

Dear <<first\_name>> <<middle\_name>> <<last\_name>> <<suffix>>,

On May 26, 2020, Art Resources and Artists Rights Society confirmed that certain personal information was disclosed due to a ransomware incident. While we do not have reason to believe that any member information is at risk because of this incident, out of an abundance of caution we are providing you with additional information about what happened.

As soon as the incident occurred, we engaged a computer forensic investigator to determine if any of our information was accessed by the unknown party. Although the forensic investigation did not identify specific access or removal of member information from our systems, it also did not conclusively rule out any of those types of actions. However, based on what we know about ransomware – that the attacker’s motive tends to be to seek money in exchange for “unlocking” data – combined with the results of our investigation, we do not have reason to believe that any member data was affected other than when it was “locked” on our systems. The data that was made inaccessible pursuant to the attack included your name and Social Security number.

Notwithstanding our assessment of what happened, should you wish to avail yourself of identity monitoring services, we have secured the services of Kroll to provide such services at no cost to you for one year. Kroll has extensive experience helping people who have sustained an unintentional exposure of confidential data. Your identity monitoring services include Credit Monitoring, Fraud Consultation, and Identity Theft Restoration.

**How to Activate Your Identity Monitoring Services**

Visit <https://enroll.idheadquarters.com> to activate and take advantage of your identity monitoring services.

*You have until **November 19, 2020** to activate your identity monitoring services.*

Membership Number: <<Member ID>>

We sincerely regret this unfortunate incident. Should you have questions or concerns regarding this matter and/or the protections available to you, please call 1-888-920-0326, Monday through Friday from 8:00 a.m. to 5:30 p.m. Central Time and do not hesitate to contact me using the information below.

Sincerely,

Dr. Theodore Feder  
President  
Artists Rights Society  
Art Resource  
tfeder@arsny.com

## STEPS YOU CAN TAKE TO HELP PROTECT YOUR INFORMATION

### **Enroll in Identity Monitoring**

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

#### **Single Bureau Credit Monitoring**

You will 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 will be able to help you determine if it is 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 can do most of the work for you. Your investigator can dig deep to uncover the scope of the identity theft, and then work to resolve it.

### **Monitor Accounts**

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](http://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.

You have the right to place a "security freeze" on your credit report, which will prohibit a consumer reporting agency from releasing information in your credit report without your express authorization. The security freeze is designed to prevent credit, loans, and services from being approved in your name without your consent. However, you should be aware that using a security freeze to take control over who gets access to the personal and financial information in your credit report may delay, interfere with, or prohibit the timely approval of any subsequent request or application you make regarding a new loan, credit, mortgage, or any other account involving the extension of credit. Pursuant to federal law, you cannot be charged to place or lift a security freeze on your credit report. Should you wish to place a security freeze, please contact the major consumer reporting agencies listed below:

#### **Experian**

P.O. Box 9554  
Allen, TX 75013  
1-888-397-3742

[www.experian.com/freeze/center.html](http://www.experian.com/freeze/center.html)

#### **TransUnion**

P.O. Box 160  
Woodlyn, PA 19094  
1-888-909-8872

[www.transunion.com/credit-freeze](http://www.transunion.com/credit-freeze)

#### **Equifax**

P.O. Box 105788  
Atlanta, GA 30348-5788  
1-800-685-1111

[www.equifax.com/personal/credit-report-services](http://www.equifax.com/personal/credit-report-services)

In order to request a security freeze, you will need to provide the following information:

1. Your full name (including middle initial as well as Jr., Sr., II, III, etc.);
2. Social Security number;
3. Date of birth;
4. If you have moved in the past five (5) years, provide the addresses where you have lived over the prior five years;
5. Proof of current address, such as a current utility bill or telephone bill;
6. A legible photocopy of a government-issued identification card (state driver's license or ID card, military identification, etc.);
7. If you are a victim of identity theft, include a copy of either the police report, investigative report, or complaint to a law enforcement agency concerning identity theft.

Kroll's activation website is only compatible with the current version or one version earlier of Chrome, Firefox, Safari and Edge.

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.

As an alternative to a security freeze, you have the right to place an initial or extended "fraud alert" on your file at no cost. An initial fraud alert is a 1-year alert that is placed on a consumer's credit file. Upon seeing a fraud alert display on a consumer's credit file, a business is required to take steps to verify the consumer's identity before extending new credit. If you are a victim of identity theft, you are entitled to an extended fraud alert, which is a fraud alert lasting seven years. Should you wish to place a fraud alert, please contact any one of the agencies listed below:

**Experian**

P.O. Box 9554  
Allen, TX 75013  
1-888-397-3742  
[www.experian.com/fraud/center.html](http://www.experian.com/fraud/center.html)

**TransUnion**

P.O. Box 2000  
Chester, PA 19016  
1-800-680-7289  
[www.transunion.com/fraud-victim-resource/place-fraud-alert](http://www.transunion.com/fraud-victim-resource/place-fraud-alert)

**Equifax**

P.O. Box 105069  
Atlanta, GA 30348  
1-888-766-0008  
[www.equifax.com/personal/credit-report-services](http://www.equifax.com/personal/credit-report-services)

**Additional Information**

You can further educate yourself regarding identity theft, fraud alerts, security freezes, and the steps you can take to protect yourself by contacting the consumer reporting agencies, the Federal Trade Commission, or your state Attorney General.

The Federal Trade Commission can be reached at: 600 Pennsylvania Avenue NW, Washington, DC 20580, [www.identitytheft.gov](http://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 report with law enforcement for identity theft, you will likely need to provide some proof that you have been a victim. Instances of known or suspected identity theft should also be reported to law enforcement and your state Attorney General. This notice has not been delayed by law enforcement.