

Sent via email DOJ-CPB@doj.nh.gov

July 2, 2019

Attorney General Gordon MacDonald
Office of the Attorney General
c/o Consumer Protection Bureau
33 Capitol Street
Concord, NH 03301

RE: Breach Notification

Dear Attorney General MacDonald:

Please be advised that we represent Backcountry Edge, Inc. (“Backcountry Edge”) in regard to a security incident involving its e-commerce website. Pursuant to RSA § 359-C:20, we are reporting to you, on behalf of Backcountry Edge, that Backcountry Edge notified 115 New Hampshire residents of a breach of their personal information.

On June 3, 2019, Backcountry Edge confirmed that a sophisticated cyberattack on its e-commerce website may have resulted in the unauthorized access of personal information by hackers. The information potentially accessed included consumers’ billing addresses, shipping information, credit card and/or debit card information and security codes, and website usernames and passwords.

The New Hampshire residents affected by this incident have received the enclosed notice pursuant to RSA § 359-C:20. Backcountry Edge is offering the affected individuals credit monitoring at no charge for a period of twelve (12) months.

If you have any questions or need further information, please do not hesitate to contact me.

Sincerely,



Linn F. Freedman

Enclosure

19518989

**Backcountry Edge, Inc.
708 Ditz Drive
Manheim, PA 17545**

July 2, 2019

RE: NOTICE OF A DATA BREACH

Dear Customer:

Backcountry Edge, Inc. ("Backcountry Edge") is committed to protecting the confidentiality of our customers' information.

WHAT HAPPENED?

Regrettably, we are writing to inform you that on June 3, 2019, we confirmed that a sophisticated cyberattack on our website may have resulted in the unauthorized access of your personal information by hackers.

WHAT INFORMATION WAS AFFECTED?

The information that may have been accessed included your name, billing address, shipping information, credit card and/or debit card information and security code, and website username and password.

WHAT WE ARE DOING.

While we have no evidence that any of your personal information has been misused, we are taking precautionary measures to protect your financial security and help to alleviate any concerns you may have.

We are committed to helping those who may have been impacted by this incident, and that's why we are providing you with access to an online credit monitoring service (myTrueIdentity) for twelve (12) months at no charge through TransUnion Interactive, a subsidiary of TransUnion,® one of the three nationwide credit reporting companies.

HOW TO ENROLL: You can sign up online or via U.S. mail delivery

- To enroll in this service, go to the myTrueIdentity website at www.MyTrueIdentity.com and, in the space referenced as "Enter Activation Code," enter the 12-letter Activation Code << **Test Code** >> and follow the three steps to receive your credit monitoring service online within minutes.
- If you do not have access to the Internet and wish to enroll in a similar offline, paper-based credit monitoring service, via U.S. mail delivery, please call the TransUnion Fraud Response Services toll-free hotline at 1-855-288-5422. When prompted, enter the six-digit telephone passcode [REDACTED] and follow the steps to enroll in the offline credit monitoring service, add an initial fraud alert to your credit file, or to speak to a TransUnion representative if you believe you may be a victim of identity theft.
- You can sign up for the online or offline credit monitoring service anytime between now and [REDACTED]. Due to privacy laws, we cannot register you directly. Please note that credit monitoring services might not be available for individuals who do not have a credit file with TransUnion or an address in the United States (or its territories) and a

valid Social Security number. Enrolling in this service will not affect your credit score.

ADDITIONAL DETAILS REGARDING YOUR 12-MONTH COMPLIMENTARY CREDIT MONITORING SERVICE:

- Once you are enrolled, you will be able to obtain twelve (12) months of unlimited access to your TransUnion credit report and credit score.
- The daily credit monitoring service will notify you if there are any critical changes to your credit file at TransUnion, including fraud alerts, new inquiries, new accounts, new public records, late payments, changes of address, and more.
- The service also includes access to an identity restoration program that provides assistance in the event that your identity is compromised and up to \$1,000,000 in identity theft insurance with no deductible (policy limitations and exclusions may apply).

WHAT YOU CAN DO.

If you choose not to use these services, we strongly urge you to do the following:

If you choose to place a fraud alert or security freeze on your own, you will need to contact one of the three major credit agencies directly at:

- Experian (1-888-397-3742); P.O. Box 4500, Allen, TX 75013
- Equifax (1-800-349-9960); P.O. Box 105788, Atlanta, GA 30348
- Transunion (1-888-909-8872); P.O. Box 2000, Chester, PA 19016

A security freeze prohibits a credit reporting agency from releasing any information from a consumer's credit report without written authorization. However, please be aware 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. Please note that the credit reporting agency cannot charge you to place, lift or remove a security freeze.

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

- Your full name (including middle initial as well as Jr., Sr., II, III, etc.);
- Social Security Number;
- Date of birth;
- If you have moved in the past five (5) years, provide the addresses where you have lived over the prior five years;
- Proof of current address such as a current utility bill or telephone bill;
- A legible photocopy of a government issued identification card (state driver's license or ID card, military identification, etc.);
- 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;
- If you are not a victim of identity theft, include payment by check, money order, or credit card (Visa, MasterCard, American Express or Discover only). Do not send cash through the mail.

The credit reporting agencies have three (3) business days after receiving your request to place a security freeze on your credit report. The credit bureaus must also send written confirmation to you within five (5) business days and provide you with a unique personal identification number (PIN) or password, or

both that can be used by you to authorize the removal or lifting of the security freeze.

To lift the security freeze in order to allow a specific entity or individual access to your credit report, you must call or send a written request to the credit reporting agencies by mail and include proper identification (name, address, and social security number) and the PIN number or password provided to you when you placed the security freeze as well as the identities of those entities or individuals you would like to receive your credit report or the specific period of time you want the credit report available. The credit reporting agencies have three (3) business days after receiving your request to lift the security freeze for those identified entities or for the specified period of time.

To remove the security freeze, you must send a written request to each of the three credit bureaus by mail and include proper identification (name, address, and social security number) and the PIN number or password provided to you when you placed the security freeze. The credit bureaus have three (3) business days after receiving your request to remove the security freeze.

Should you wish to obtain a credit report and monitor it on your own, you may obtain free copies of your credit report by visiting www.annualcreditreport.com or by calling them toll-free at 1-877-322-8228. (Hearing impaired consumers can access their TDD service at 1-877-730-4204.) Upon receipt of your credit report, we recommend that you review it carefully for any suspicious activity.

You can also obtain more information about identity theft and ways to protect yourself from the Federal Trade Commission (FTC). The FTC has an identity theft hotline: 877-438-4338; TTY: 1-866-653-4261. They also provide information on-line at www.ftc.gov/idtheft.

You may also wish to learn more about your rights pursuant to the Fair Credit

Reporting Act by visiting <https://www.debt.org/credit/your-consumer-rights/fair-credit-reporting-act/>.

If you are a **Maryland** resident, you may contact the Maryland Attorney General, 200 St. Paul Place, Baltimore, MD 21202, at 888-743-0023 or at consumer@oag.state.md.us.

If you are a **Rhode Island** resident, you may contact the Rhode Island Attorney General, Consumer Protection Unit, <http://www.riag.ri.gov/ConsumerProtection/About.php>, at consumers@riag.ri.gov or (401) 274-4400.

If you are a **North Carolina** resident, you may contact the North Carolina Attorney General at (919) 716-6400, 9001 Mail Service Center, Raleigh, NC 27699-9001 or by visiting <http://www.ncdoj.gov/Home/ContactNCDOJ.aspx>.

If you are an **Iowa** resident, you may contact the Iowa Attorney General, Consumer Protection Division, Hoover State Office Building, 1305 E. Walnut Street, Des Moines, Iowa 50319-0106, or via telephone or e-mail at 888-777-4590 or consumer@iowa.gov.

You also have the right to file or obtain a police report with your local law enforcement office if you believe you have been a victim of identity theft or fraud.

OTHER IMPORTANT INFORMATION

We recommend that you promptly change your online password(s) and security question(s)/answer(s), or take appropriate steps to protect your Backcountry Edge online account and/or your other online accounts for which you use the same username/e-mail address and password or security questions.

Also, remember to remain diligent and review your account statements and monitor your credit reports.

FOR MORE INFORMATION.

We regret any inconvenience this may cause you. If you have any additional questions, please do not hesitate to contact us at 1-877-848-4276.

Sincerely,

Backcountry Edge, Inc.

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You are receiving this email because you have done business with Backcountry Edge in the past and we have important information regarding a data breach that we must legally report to you.

Our mailing address is:

Backcountry Edge, Inc.
708 Ditz Dr
Manheim, PA 17545-9561

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