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HARDY & BACON

September 30, 2022

VIA U.S. Mail

New Hampshire Department of Justice
33 Capitol Street
Concord, NH 03301

Colman D. McCarthy

2555 Grand Blvd.
Kansas City, Missouri 64108
t 816.474.6550
dd 816.559.2081
f 816.421.5547
cdmccarthy@shb.com

RE: Baer's Furniture Company Security Incident

Dear Attorney General Formella:

I am writing on behalf of my client Baer's Furniture Company to notify you that Baer's was the victim of a cyberattack that resulted in their systems being encrypted and the attacker gaining access to Baer's data.

Baer's was the target of a ransomware attack in August 2022. The threat actor gained access on August 15, 2022, and we discovered the attack on August 21, 2022. Baer's promptly engaged us, and we in turn engaged a forensic/cybersecurity firm to assist in the investigation. As part of its response to the incident, Baer's quickly contained the threat, rebuilt the relevant systems, and took measures to secure its network against a similar attack. Based on the information currently available, the attacker obtained documents that contained employee personal information.

Out of an abundance of caution, Baer's notified its current and former employees. Each individual was provided with one year of Experian IdentityWorks, a credit-monitoring service. These letters were mailed September 7, 2022, to these individuals, which includes three New Hampshire residents. I am attaching a template of that letter. Further, we are sending a letter to the three main Consumer Reporting Agencies (Experian, TransUnion, and Equifax) about the incident. A toll-free call center has been set up to field any questions individuals have about the incident.

Please contact me if you have any questions or need any additional information regarding this incident.

Sincerely,

Colman McCarthy
Partner

<Date>

VIA U.S. MAIL

Name
Address
City, State ZIP

Dear ,

On behalf of Baer's Furniture Company we are writing to inform you that we recently suffered a cyberattack. Based on our investigation, we have identified that some of your personally identifiable information was impacted by the event. Baer's is providing this notice to give you more information on what happened and what we are doing in response.

WHAT HAPPENED AND WHAT INFORMATION WAS INVOLVED


On August 21, 2022, we were the victim of a cyberattack that resulted in our systems being encrypted and the attacker gaining access to Baer's data. We have hired third-party experts to help remediate the situation, investigate the attack, and to help ensure that this does not happen again. Our investigation is still ongoing, but based on the information currently available it appears the attacker obtained documents that contained employee information. The information impacted by the event includes full name, address, Social Security number, and also potentially medical information.

WHAT WE ARE DOING

We are working with third-party experts to investigate and respond to the incident, and we are further securing our systems to protect your information. To help protect you from fraud or identity theft, we are offering a complimentary one-year membership to Experian's IdentityWorks. This product helps detect possible misuse of your personal information.

WHAT YOU CAN DO

Activate your complimentary credit monitoring – We are offering a complimentary one-year membership to Experian's IdentityWorks. This product helps detect possible misuse of your personal information. To register, please:

- Ensure that you **enroll by: 12/02/2022** (Your code will not work after this date.)
- **Visit** the Experian IdentityWorks website to enroll: www.experianidworks.com/3bcredit
- Provide your **activation code:** 

If you have questions or want an alternative to enrolling in Experian IdentityWorks online, please contact Experian at 877-288-8057 by 12/02/2022 and provide them engagement number.

Remain vigilant – We encourage you to remain vigilant for fraud or identity theft by reviewing your account statements and free credit reports.

- You should confirm that your credit card company has the correct address on file for you and that all charges on the account are legitimate. If you discover errors or suspicious activity, you should immediately contact the credit card company and inform them that you have received this letter.
- You should obtain and review a free copy of your credit report by visiting www.annualcreditreport.com or calling 1-877-322-8228. If the report is incorrect, you should contact the appropriate consumer reporting agency—Equifax, Experian, or TransUnion.

Report suspicious activity – If you believe you are the victim of identity theft, consider notifying your Attorney General, local law enforcement, or the Federal Trade Commission. You can also file a police report concerning the suspicious activity and request a copy of that report.

Contact relevant authorities – You may contact the below resources to (1) get more information on fraud alerts or security freezes and (2) learn more about protecting yourself from fraud or identity theft.

Federal Trade Commission

600 Pennsylvania Ave. NW
Washington, DC 20580
(202) 326-2222
www.ftc.gov

Equifax

P.O. Box 740241
Atlanta, GA 30374
(800) 685-1111
www.equifax.com

Experian

P.O. Box 9701
Allen, TX 75013
(888) 397-3742
www.experian.com

Trans Union

P.O. Box 2000
Chester, PA 19016
(888) 909-8872
www.transunion.com

FOR MORE INFORMATION

Should you have any questions or concerns, you can contact us at (866) 991-4544. Thank you for your understanding and patience.

Sincerely,

Name

Baer's Furniture Co., Inc