



MULLEN
COUGHLIN^{LLC}
ATTORNEYS AT LAW

3 Allied Drive, Suite 303
Dedham, MA 02026

September 22, 2023

VIA E-MAIL

Office of the New Hampshire Attorney General
Consumer Protection & Antitrust Bureau
33 Capitol Street
Concord, NH 03301
E-mail: DOJ-CPB@doj.nh.gov

Re: Notice of Data Incident

To Whom It May Concern:

We represent Bassett Furniture Industries, Incorporated (“Bassett Furniture”), located at 3525 Fairystone Park Hwy., P.O. Box 626, Bassett, VA 24055, and are writing to notify your office of an incident that may affect the security of certain personal information relating to New Hampshire residents. This notice may be supplemented with any new significant facts learned subsequent to its submission. By providing this notice, Bassett Furniture 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 Incident

Bassett Furniture identified suspicious activity on its e-commerce website. Upon becoming aware of the activity, Bassett Furniture launched an investigation, with the assistance of third-party cybersecurity specialists, to determine the nature and scope of the incident. The investigation concluded on August 21, 2023, and determined that between July 29, 2021 and April 27, 2023, an unauthorized actor gained access to Bassett Furniture’s e-commerce website and added code potentially capable of capturing information provided by Bassett Furniture customers when placing online orders.

The investigation was not able to confirm what, if any, information provided by Bassett Furniture customers was potentially accessed or taken as a result of the incident. Therefore, in an abundance of caution, Bassett Furniture reviewed its records to identify all individuals who placed an order on its website between July 29, 2021 and April 27, 2023. Bassett Furniture completed this process

on August 23, 2023, and then moved as quickly as possible to notify potentially affected individuals. The types of personal information related to New Hampshire that were potentially impacted by this incident include the following:

Notice to New Hampshire Residents

On September 22, 2023, Bassett Furniture provided written notice of this incident to potentially impacted individuals, including thirty-eight (38) 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 becoming aware of the incident, Bassett Furniture moved quickly to investigate and respond to the incident, assess the security of Bassett Furniture's systems and e-commerce website, and identify potentially affected individuals. Bassett Furniture also implemented additional technical safeguards, migrated its e-commerce site to a new platform to further enhance its security posture, and continues to provide training to its employees. Bassett Furniture is providing access to credit monitoring and identity restoration services for _____, through IDX, to individuals whose personal information was potentially affected by this incident, at no cost to these individuals.

Additionally, Bassett Furniture is providing potentially 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. Bassett Furniture is providing individuals with information on how to place fraud alerts and credit freezes on their credit file, 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.

Bassett Furniture is providing written notice of this incident to relevant state regulators, as necessary, and to the three major credit reporting agencies, Equifax, Experian, and TransUnion.

Contact Information

Should you have any questions regarding this notification or other aspects of the data security incident, please contact us at .

Very truly yours,

Lynda Jensen of
MULLEN COUGHLIN LLC

LRJ/aml
Enclosure

EXHIBIT A



P.O. Box 989728
West Sacramento, CA 95798-9728

<<FIRST NAME>> <<MI>> <<LAST NAME>> <<SUFFIX>>
<<ADDRESS1>>
<<ADDRESS2>>
<<CITY>>, <<STATE>> <<ZIP>>
<<Country>>

September 22, 2023

<<Variable Text 1>>

Dear <<FIRST NAME>> <<MI>> <<LAST NAME>> <<SUFFIX>>:

Bassett Furniture Industries, Incorporated (“Bassett Furniture”) is writing to inform you of an incident that may impact the security of some of your information. This notice provides information about the incident, our response, and resources available to you to help protect your information from possible misuse, should you feel it is necessary to do so.

What Happened. Bassett Furniture identified suspicious activity on its e-commerce website. Upon becoming aware of the activity, we launched an investigation, with the assistance of third-party cybersecurity specialists, to determine the nature and scope of the incident. The investigation concluded on August 21, 2023, and determined that between July 29, 2021 and April 27, 2023, an unauthorized actor gained access to our e-commerce website and added code potentially capable of capturing information provided by Bassett Furniture customers when placing online orders.

The investigation was not able to confirm what, if any, information provided by Bassett Furniture customers was potentially accessed or taken as a result of the incident. Therefore, in an abundance of caution, we reviewed our records to identify all individuals who placed an order on our website between July 29, 2021 and April 27, 2023. We completed this process on August 23, 2023, and then moved as quickly as possible to notify potentially affected individuals, including you.

What Information Was Involved. The investigation determined that your _____ were potentially impacted by the incident.

What We Are Doing. The confidentiality, privacy, and security of information in our care are among our highest priorities. Upon becoming aware of the incident, we moved quickly to investigate and respond to the incident, assess the security of our systems and e-commerce website, and notify potentially affected individuals. We are notifying potentially affected individuals, including you, so that you may take further steps to best protect your information, should you feel it is necessary to do so. We regret any inconvenience or concern this incident may cause. As an added precaution, we are offering credit monitoring and identity restoration services through _____, at no cost to you.

What You Can Do. We encourage you to remain vigilant against incidents of identity theft and fraud by reviewing your account statements and credit reports for suspicious activity and to report any suspicious activity promptly to your bank

or financial institution. Additional information and resources are included in the enclosed *Steps You Can Take To Protect Personal Information*. You may also enroll in the complimentary credit monitoring and identity restoration services available to you. Enrollment instructions are attached to this letter.

For More Information. We understand that you may have questions about this incident that are not addressed in this letter. If you have additional questions, please call the dedicated assistance line at _____, Monday through Friday from 9:00 a.m. to 9:00 p.m. Eastern Time, excluding major U.S. holidays. Please have this letter ready if you call. Again, we take the privacy and security of information in our care very seriously and sincerely regret any inconvenience or concern this incident may cause you.

Sincerely,

J. Michael Daniel
Senior Vice President, Chief Financial and Administrative Officer
Bassett Furniture Industries, Incorporated

STEPS YOU CAN TAKE TO PROTECT PERSONAL INFORMATION

Enroll in Credit Monitoring

1. Website and Enrollment. Go to <https://response.idx.us/BassettFurniture> and follow the instructions for enrollment using your Enrollment Code provided at the top of the letter. Please note deadline to enroll is December 22, 2023.

2. Activate the credit monitoring provided as part of your IDX identity protection membership. The monitoring included in the membership must be activated to be effective. Note: You must have established credit and access to a computer and the internet to use this service. If you need assistance, IDX will be able to assist you.

3. Telephone. Contact IDX at 1-888-861-7015 to gain additional information about this event and speak with knowledgeable representatives about the appropriate steps to take to protect your credit identity.

4. Review your credit reports. We recommend that you remain vigilant by reviewing account statements and monitoring credit reports. Under federal law, you also are entitled every 12 months to one free copy of your credit report from each of the three major credit reporting companies. To obtain a free annual credit report, go to www.annualcreditreport.com or call 1-877-322-8228. You may wish to stagger your requests so that you receive a free report by one of the three credit bureaus every four months.

If you discover any suspicious items and have enrolled in IDX identity protection, notify them immediately by calling or by logging into the IDX website and filing a request for help.

If you file a request for help or report suspicious activity, you will be contacted by a member of our ID Care team who will help you determine the cause of the suspicious items. In the unlikely event that you fall victim to identity theft as a consequence of this event, you will be assigned an ID Care Specialist who will work on your behalf to identify, stop and reverse the damage quickly.

Monitor Your Accounts

Under U.S. law, a consumer is entitled to one free credit report annually from each of the three major credit reporting bureaus, Equifax, Experian, and TransUnion. To order a free credit report, visit www.annualcreditreport.com or call, toll-free, 1-877-322-8228. Consumers may also directly contact the three major credit reporting bureaus listed below to request a free copy of their credit report.

Consumers have the right to place an initial or extended “fraud alert” on a credit file at no cost. An initial fraud alert is a one-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 consumers are the victim of identity theft, they are entitled to an extended fraud alert, which is a fraud alert lasting seven years. Should consumers wish to place a fraud alert, please contact any of the three major credit reporting bureaus listed below.

As an alternative to a fraud alert, consumers have the right to place a “credit freeze” on a credit report, which will prohibit a credit bureau from releasing information in the credit report without the consumer’s express authorization. The credit freeze is designed to prevent credit, loans, and services from being approved in a consumer’s name without consent. However, consumers should be aware that using a credit freeze to take control over who gets access to the personal and financial information in their credit report may delay, interfere with, or prohibit the timely approval of any subsequent request or application they make regarding a new loan, credit, mortgage, or any other account involving the extension of credit. Pursuant to federal law, consumers cannot be charged to place or lift a credit freeze on their credit report. To request a credit freeze, individuals may need to provide some or all of the following information:

1. Full name (including middle initial, as well as Jr., Sr., II, III, etc.);
2. Social Security number;
3. Date of birth;
4. Addresses for the prior two to 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, etc.); and

7. A copy of either the police report, investigative report, or complaint to a law enforcement agency concerning identity theft if they are a victim of identity theft.

Should consumers wish to place a fraud alert or a credit freeze, please contact the three major credit reporting bureaus listed below:

Equifax	Experian	TransUnion
https://www.equifax.com/personal/credit-report-services/	https://www.experian.com/help/	https://www.transunion.com/credit-help
1-888-298-0045	1-888-397-3742	1-800-916-8800
Equifax Fraud Alert, P.O. Box 105069 Atlanta, GA 30348-5069	Experian Fraud Alert, P.O. Box 9554, Allen, TX 75013	TransUnion Fraud Alert, P.O. Box 2000, Chester, PA 19016
Equifax Credit Freeze, P.O. Box 105788 Atlanta, GA 30348-5788	Experian Credit Freeze, P.O. Box 9554, Allen, TX 75013	TransUnion Credit Freeze, P.O. Box 160, Woodlyn, PA 19094

Additional Information

Consumers may further educate themselves regarding identity theft, fraud alerts, credit freezes, and the steps they can take to protect your personal information by contacting the consumer reporting bureaus, the Federal Trade Commission, or their state Attorney General. The Federal Trade Commission may be reached at: 600 Pennsylvania Avenue NW, Washington, D.C. 20580; www.identitytheft.gov; 1-877-ID-THEFT (1-877-438-4338); and 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. Consumers can obtain further information on how to file such a complaint by way of the contact information listed above. Consumers have the right to file a police report if they ever experience identity theft or fraud. Please note that in order to file a report with law enforcement for identity theft, consumers will likely need to provide some proof that they have been a victim. Instances of known or suspected identity theft should also be reported to law enforcement and the relevant state Attorney General. This notice has not been delayed by law enforcement.

For District of Columbia residents, the District of Columbia Attorney General may be contacted at: 400 6th Street, NW, Washington, D.C. 20001; 1-202-727-3400; and oag.dc.gov.

For Maryland residents, the Maryland Attorney General may be contacted at: 200 St. Paul Place, 16th Floor, Baltimore, MD 21202; 1-410-528-8662 or 1-888-743-0023; and <https://www.marylandattorneygeneral.gov/>.

For New Mexico residents, consumers have rights pursuant to the Fair Credit Reporting Act, such as the right to be told if information in their credit file has been used against them, the right to know what is in their credit file, the right to ask for their credit score, and the right to dispute incomplete or inaccurate information. Further, pursuant to the Fair Credit Reporting Act, the consumer reporting bureaus must correct or delete inaccurate, incomplete, or unverifiable information; consumer reporting agencies may not report outdated negative information; access to consumers' files is limited; consumers must give consent for credit reports to be provided to employers; consumers may limit "prescreened" offers of credit and insurance based on information in their credit report; and consumers may seek damages from violators. Consumers may have additional rights under the Fair Credit Reporting Act not summarized here. Identity theft victims and active-duty military personnel have specific additional rights pursuant to the Fair Credit Reporting Act. We encourage consumers to review their rights pursuant to the Fair Credit Reporting Act by visiting www.consumerfinance.gov/f/201504_cfpb_summary_your-rights-under-fcra.pdf, or by writing Consumer Response Center, Room 130-A, Federal Trade Commission, 600 Pennsylvania Ave. N.W., Washington, D.C. 20580.

For New York residents, the New York Attorney General may be contacted at: Office of the Attorney General, The Capitol, Albany, NY 12224-0341; 1-800-771-7755; or <https://ag.ny.gov>.

For North Carolina residents, the North Carolina Attorney General may be contacted at: 9001 Mail Service Center, Raleigh, NC 27699-9001; 1-877-566-7226 or 1-919-716-6000; and www.ncdoj.gov.

For Rhode Island residents, the Rhode Island Attorney General may be reached at: 150 South Main Street, Providence, RI 02903; 1-401-274-4400; and www.riag.ri.gov. Under Rhode Island law, individuals have the right to obtain any police report filed in regard to this incident. There are approximately 14 Rhode Island residents that may be impacted by this incident.