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February 8, 2024

VIA E-MAIL (DOJ-CPB@DOJ.NH.GOV)

Attorney General John Formella
Office of the Attorney General
Consumer Protection Bureau
33 Capitol Street
Concord, NH 03301

Re: Notice of Security Incident

Dear Attorney General Formella:

This office serves as counsel to Beauty Essence, Inc. Pursuant to N.H. Rev. Stat. Ann. § 359-C:20, I am writing on behalf of Beauty Essence, Inc. to inform you of a breach of security to its information systems that involved personal information of one or more residents of New Hampshire and to provide you with information about the incident that is known at this time.

On or about June 14, 2023, Beauty Essence, Inc. detected unauthorized access to its network as a result of a cybersecurity incident (ransomware attack) that resulted in the exposure of the data maintained on behalf of clients. Upon learning of the incident, Beauty Essence, Inc. immediately took steps to secure its network and mitigate against any additional harm. It promptly launched an investigation assisted by outside cybersecurity experts to determine whether any sensitive data had been compromised as a result of the incident. After extensive efforts to obtain, review, and analyze the impacted data, on December 26, 2023, Beauty Essence, Inc. determined that the impacted files contained identifiable personal information pertaining to two (2) residents of New Hampshire.

In response to this incident and through its continuing comprehensive review, Beauty Essence, Inc. has strengthened its network and implemented additional security improvements recommended by third-party cyber security experts. Beauty Essence, Inc. is also continually evaluating and modifying its practices and internal controls to enhance the security and privacy of the personal information it maintains.



Beauty Essence, Inc. has been working diligently in order to mail notification letter to all affected residents that will make them aware of the incident and provide them with resources they can use to protect themselves from the possibility of identity theft. Beauty Essence, Inc. anticipates the mailing will occur on Friday, February 9, 2024. To date, Beauty Essence, Inc. is not aware of any reports of identity fraud or improper use of the residents' personal information as a result of this incident. Nevertheless, out of an abundance of caution, Beauty Essence, Inc. is also providing all residents with proactive fraud assistance and access to identity theft protection services through IDX, a ZeroFox Company, who specializes in fraud assistance and remediation services. Through IDX, the residents will receive _____ of credit monitoring, a \$1,000,000 insurance reimbursement policy, and fully managed ID theft recovery services.

Beauty Essence, Inc. is committed to maintaining the confidentiality and privacy of personal information in its possession and will continue to take precautions to safeguard it. If you have any questions about this or anything else, please feel free to contact me at any time.

Very truly yours,

Elaïne F. Harwell

EFH