

LEONARD  
STREET  
AND  
DEINARD

150 SOUTH FIFTH STREET SUITE 2300  
MINNEAPOLIS, MINNESOTA 55402  
612-335-1500 MAIN  
612-335-1657 FAX

CATHERINE P. HEAVEN  
612-335-7022 DIRECT  
CATHERINE.HEAVEN@LEONARD.COM

August 22, 2012

**VIA FEDERAL EXPRESS**

Consumer Protection Bureau  
33 Capitol Street  
Concord, NH 03301  
Telephone: 603-271-3658

**RE: Notification pursuant to New Hampshire Rev Stat. § 359-C:20**

To Whom it May Concern:

On July 26, 2012 my client, Bellacor.com, Inc. ("Bellacor"), discovered that an unauthorized third party using a SQL injection of malicious code may have obtained unlawful access to certain temporary data files on its website such that the security of certain customer information, including names, addresses and encrypted credit card numbers with security codes, may have been compromised. Bellacor believes the unauthorized injection of malicious SQL code occurred around June 7th. In response to the unauthorized and unlawful access, Bellacor has notified appropriate authorities, and has taken measures to remove the malicious code and increase security measures on its website. The investigation into this breach is ongoing, and Bellacor intends to take further actions during the investigation and resolution of the matter. Bellacor will provide notice to New Hampshire citizens in the most expedient time possible and in compliance with the relevant statutory requirements. At this time, we believe notice will be mailed to New Hampshire consumers on August 22, 2012. A copy of the notice to be provided to New Hampshire residents is enclosed. Bellacor believes fifty-eight (58) New Hampshire residents were potentially affected by this unauthorized access.

We are providing this notification in compliance with New Hampshire Rev Stat. § 359-C:20. If any additional information is required in connection with this notice, please contact me directly.

Sincerely,

LEONARD, STREET AND DEINARD



Catherine P. Heaven

cc: Jim Lawrence  
Enclosures

*A Professional Association*

LAW OFFICES IN MINNEAPOLIS • MANKATO • ST. CLOUD • BISMARCK • WASHINGTON, D.C.

WWW.LEONARD.COM

9097920v1

NOTICE ADMINISTRATOR  
PO BOX 2824  
FARIBAULT, MN 55021-8629

**IMPORTANT NOTICE**  
**PLEASE READ THIS LETTER IN ITS ENTIRETY**



\* 0 1 2 3 4 5 6 7 8 9 \* - SEQ

NAME1  
NAME2  
ADDRESS1  
ADDRESS2  
CITY STATE ZIP  
COUNTRY



www.bellacor.com

<<DATE>>

Dear <<Customer Name>>:

We value your business and respect the privacy of your information, which is why, as a precautionary measure, we are making you aware of a situation that may have exposed customer information including customer names, addresses, phone numbers and encrypted credit card numbers with security codes.

**WHAT HAPPENED?**

We discovered that an unauthorized third party obtained unlawful access to certain temporary data files on our website. These temporary data files are used only to complete e-commerce transactions and are not otherwise retained by Bellacor. The information accessed in the temporary files included customer name, address, phone number and encrypted credit card information. The malicious code used by the unauthorized party was discovered and contained on July 26th, and we believe it was injected by the unauthorized third party around June 7th. While our investigation is ongoing, we believe that in certain limited circumstances the unauthorized third party was able to extract such information from the temporary data files. Your recent purchase occurred during the time period when the unauthorized third party was attempting to obtain this information about our customers. While we do not have evidence that your information was compromised, we are taking precautionary measures to protect your financial security and alleviate concerns you may have.

**WHAT IS BELLACOR DOING TO ADDRESS THIS SITUATION?**

We are taking measures designed to prevent a recurrence of such an attack, including removing the malicious code and modifying relevant procedures and processes on our website. We have also mounted an aggressive investigation into the circumstances surrounding the situation, including working with the appropriate authorities. We have conducted a review of our own internal security and training, and are implementing additional security procedures.

We are offering you one year of credit monitoring, a credit report, ongoing educational materials, and resolution services should your information be accessed and misused. These services will be provided by Identity Theft 911. They are highly experienced and well regarded as experts in this field. They are available if you have questions, think you may have a problem or in the unlikely event that you become a victim. Access to their services is free of charge. Simply enroll within 90 days of receipt of this letter. Their services will be available to you for one full year from your enrollment date and include:

- Unlimited access via toll-free number or secure website
- Credit report\*
- Credit monitoring\*
- Systematic notification to credit bureaus, creditors and collectors, government agencies and other relevant parties if necessary
- All phone calls and documentation needed to resolve your identity theft, should you become a victim
- Comprehensive case file creation to assist law enforcement if necessary
- One year of follow-up alerts, phone calls and status checks to prevent recurrence
- Fraud, Identity Theft and Privacy education\*

\* Services marked with an "\*" require an internet connection and e-mail account and may not be available to minors under the age of 18 years of age.

**HOW DO I ENROLL FOR THE FREE SERVICES?**

Please log onto <https://enrollment.monitormyidentity.com/> or call the Identity Theft 911 help line at 1-800-405-6108. You will be asked to provide the following unique code: XXXXXXXXXXXX. To sign up for credit monitoring, you will be asked to verify personal information for your own protection in order to confirm your identity.

**WHAT CAN I DO ON MY OWN TO ADDRESS THIS SITUATION?**

If you choose not to use the free services we are offering, we recommend you to do the following:

- Place a fraud alert. You will need to contact one of the three major credit agencies at:  
[Experian](http://Experian.com) – 1-888-397-3742      [Equifax](http://Equifax.com) – 1-800-525-6285      [TransUnion](http://TransUnion.com) – 1-800-680-7289
- Obtain a free copy of your credit report. You can obtain your free copy by going to the website [www.annualcreditreport.com](http://www.annualcreditreport.com) or by calling toll-free 1-877-322-8228. (TDD 1-877-730-4204.)
  - Upon receipt of your credit report, we recommend that you review it carefully for any suspicious activity.
  - Review your credit card statements and report any suspicious activity.
  - Promptly report any suspicious activity to Identity Theft 911.

In addition, please visit [www.idt911.com/en/KnowledgeCenter.aspx](http://www.idt911.com/en/KnowledgeCenter.aspx) for educational resources on how to prevent identity theft and for further steps on how to protect yourself.

If you suspect an incident of identity theft may have occurred, please notify your local law enforcement or your state Attorney General. In addition, please notify the Federal Trade Commission.

For more information about identity theft, the resources below can provide you with assistance:

<b>For all U.S. Residents:</b>	<b>For North Carolina Residents:</b>	<b>For Maryland Residents</b>
Identify Theft Clearinghouse Federal Trade Commission 600 Pennsylvania Ave., NW Washington, DC 20580 <a href="http://www.consumer.gov/idtheft">www.consumer.gov/idtheft</a> 1-877-IDTHEFT (438-4338) TDD: 1-202-326-2502	Office of the Attorney General 9001 Mail Service Center Raleigh, NC 27699-9001 <a href="http://www.ncdoj.com">www.ncdoj.com</a> 1-919-716-6400	Consumer Protection Division Office of Attorney General 200 St. Paul Place Baltimore, MD 21202 <a href="http://www.oag.state.md.us/Consumer">www.oag.state.md.us/Consumer</a> 1-888-743-0023

**WHO CAN I SPEAK TO REGARDING THIS INCIDENT?**

Our first priority is to retain your trust. While Identity Theft 911 should be able to provide thorough assistance and answer your questions, you may still have additional questions related to this incident. If so, please call the Response Team at 1-866-483-0373 from 8:00 a.m.-8:00 p.m. EST, Monday through Friday.

On behalf of Bellacor.com, we take our responsibility to protect and preserve customer information very seriously. We sincerely apologize for this situation and any inconvenience this incident may cause you.

Sincerely,

James Lawrence  
President and CEO