

**W&GR** Wilson Sonsini Goodrich & Rosati  
PROFESSIONAL CORPORATION

STATE OF NH  
DEPT OF JUSTICE  
2016 APR 25 PM 12:40

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April 19, 2016

**VIA U.S. MAIL**

Consumer Protection and Antitrust Bureau  
Office of the Attorney General  
33 Capitol Street  
Concord, NH 03301

Dear Attorney General Foster:

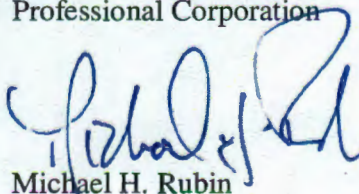
We write to inform you that BloomReach, Inc. ("BloomReach") will send notice to one New Hampshire resident advising the individual of a data breach. On March 11, 2016, a BloomReach employee was tricked into disclosing employees' W-2 information to an unauthorized individual as part of a phishing attack. BloomReach discovered the disclosure on April 11, 2016. The information included employees' names, addresses, social security numbers, wages, and withholdings.

BloomReach is taking steps to strengthen the security of the personal information which it maintains, such as additional training, and will take further steps as appropriate to safeguard such information. To assist the New Hampshire resident with his/her efforts to protect him/herself from the misuse of the information, BloomReach has arranged to make credit monitoring and identity repair services available to him/her at no cost for two years.

The notice will be sent to the affected New Hampshire resident on April 20, 2016, via U.S. Mail. A copy of the form letter is attached. Please call me if you have any questions.

Sincerely,

WILSON SONSINI GOODRICH & ROSATI  
Professional Corporation



Michael H. Rubin

Enclosure

cc: Wendell Bartnick



## Notice of Data Breach

Wednesday, April 20 2016



Dear [REDACTED]

We are writing to provide you with information about a data security incident we experienced.

### What Happened and What Information Was Involved

On March 11, 2016, your W-2 information was disclosed to an unauthorized individual as part of a phishing attack. We discovered the disclosure on April 11, 2016. The W-2 information included your name, address, social security number, wages, and withholdings.

### What We Are Doing

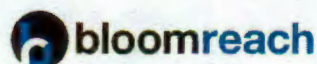
We are taking this incident very seriously and have been working with law enforcement. We are taking steps to strengthen our protection of personal information, and we will continue to closely monitor and take further steps as appropriate to safeguard such information.


We encourage you to take the steps you deem appropriate to help protect yourself. To assist you in these efforts and in an abundance of caution, we have arranged to have AllClear ID help protect your identity for 24 months from the date of this notice at no cost to you. You can learn more about AllClear ID at <https://www.allclearid.com/personal/>.

**AllClear Identity Repair:** The team at AllClear ID is ready and standing by if you need identity repair assistance. This service is automatically available to you with no enrollment required. If a problem arises, simply call 877-676-0379 and a dedicated investigator will do the work to recover financial losses, restore your credit and make sure your identity is returned to its proper condition.

**AllClear Credit Monitoring and Identity Theft Monitoring:** This service offers additional layers of protection including credit monitoring and a \$1 million identity theft insurance policy. To use this service, you will need to provide your personal information to AllClear ID. You may sign up online at <https://enroll.allclearid.com> using the following redemption code: 1378594087

bloomreach | 82 pioneer way | mountain view | california | 94041 | bloomreach.com





Please note: Additional steps may be required by you in order to activate your phone alerts and monitoring options.

## What You Can Do

You can take other steps to protect against any potential misuse of the information. To assist you in protecting yourself, we provide general information below.

- Visit the IRS website at <https://www.irs.gov/Individuals/Identity-Protection>. You will find helpful information there, including the Taxpayer Guide to Identity Theft. <https://www.irs.gov/uac/Taxpayer-Guide-to-Identity-Theft>.
- File Form 14039 Identity Theft Affidavit with the IRS to notify them that your information has been involved in this incident. The form is available at <https://www.irs.gov/pub/irs-pdf/f14039.pdf>.
- Visit your state revenue agency website. The California website recommends that you file Form 3552 Identity Theft Affidavit, which is available at <https://www.ftb.ca.gov/forms/misc/3552.pdf>.
- Contact the national consumer reporting agencies to place a fraud alert and/or credit freeze on your file. You can obtain more information from the Federal Trade Commission and the credit reporting agencies about fraud alerts and security freezes. Information about this is available on The Taxpayer Guide to Identity Theft and at <https://www.consumer.ftc.gov/articles/0279-extended-fraud-alerts-and-credit-freezes>.
- We also recommend that you consider reviewing your credit report from each of the three major credit reporting agencies: Experian, Equifax, and Transunion (contact information provided below). The law entitles you to receive a free copy of your credit report annually from each of the three major credit-reporting agencies. To order your free credit report, visit <http://www.annualcreditreport.com> or call, toll-free, 1-877-322-8228.
- When you receive your credit report, review it carefully. If you discover errors or unauthorized accounts or charges on your credit reports, you should immediately notify the appropriate credit bureau by telephone and in writing. If you find suspicious activity on your credit reports or have reason to believe your information is being misused, file a police report with local law enforcement and/or notify the Federal Trade Commission at <https://www.identitytheft.gov/>; Consumer Response Center, 600 Pennsylvania Avenue, NW, Washington, DC 20580; or 1-877-IDTHEFT (438-4338). You should obtain a copy of the police report because many creditors require the information it contains before they will absolve you of the fraudulent debts.



EXPERIAN	EQUIFAX	TRANSUNION
P.O. Box 9532	P.O. Box 740256	P.O. Box 2000
Allen, TX 75013	Atlanta, GA 30374	Chester, PA 19022
(888) 397-3742	(800) 525-6285	(800) 680-7289

Even if you do not find any suspicious activity on your initial credit reports, the Federal Trade Commission recommends that you check your credit reports and account statements periodically and remain vigilant for incidents of fraud and identity theft. Monitoring your credit reports is one of the best ways you can protect yourself.

We take your privacy and the protection of personal information very seriously. We sincerely regret any inconvenience that this situation may cause you. We encourage you to take advantage of the AllClear ID services that we are offering to you at no expense.

**For More Information.**

If you have any questions, please email [identity@bloomreach.com](mailto:identity@bloomreach.com).

Kind Regards,

*Stewart Ellis*

Stewart Ellis

CFO

Enclosure

# **All Clear Pro Service includes AllClear Identity Repair, AllClear Identity Theft Monitoring & All Clear Credit Monitoring**

## **AllClear Secure Terms of Use**

If you become a victim of fraud using your personal information without authorization, AllClear ID will help recover your financial losses and restore your identity. Benefits include:

- 24 months of coverage with no enrollment required;
- No cost to you – ever. AllClear Secure is paid for by the participating Company.

### **Services Provided**

If you suspect identity theft, simply call AllClear ID to file a claim. AllClear ID will provide appropriate and necessary remediation services ("Services") to help restore the compromised accounts and your identity to the state prior to the incident of fraud. Services are determined at the sole discretion of AllClear ID and are subject to the terms and conditions found on the AllClear ID website. AllClear Secure is not an insurance policy, and AllClear ID will not make payments or reimbursements to you for any financial loss, liabilities or expenses you incur.

### **Coverage Period**

Service is automatically available to you with no enrollment required for 24 months from the date of the breach incident notification you received from Company (the "Coverage Period"). Fraud Events that occurred prior to your Coverage Period are not covered by AllClear Secure services.

### **Eligibility Requirements**

To be eligible for Services under AllClear Secure coverage, you must fully comply, without limitations, with your obligations under the terms herein, you must be a citizen or legal resident eighteen (18) years of age or older, and have a valid U.S. Social Security number. Minors under eighteen (18) years of age may be eligible, but must be sponsored by a parent or guardian. The Services cover only you and your personal financial and medical accounts that are directly associated with your valid U.S. Social Security number, including but not limited to credit card, bank, or other financial accounts and/or medical accounts.

### **How to File a Claim**

If you become a victim of fraud covered by the AllClear Secure services, you must:

- Notify AllClear ID by calling 1.855.434.8077 to report the fraud prior to expiration of your Coverage Period.
- Provide proof of eligibility for AllClear Secure by providing the redemption code on the notification letter you received from the sponsor Company.
- Fully cooperate and be truthful with AllClear ID about the Event and agree to execute any documents AllClear ID may reasonably require;
- Fully cooperate with AllClear ID in any remediation process, including, but not limited to, providing AllClear ID with copies of all available investigation files or reports from any institution, including, but not limited to, credit institutions or law enforcement agencies, relating to the alleged theft;

### **Coverage under AllClear Secure Does Not Apply to the Following:**

Any expense, damage or loss:

- Due to
  - o Any transactions on your financial accounts made by authorized users, even if acting without your knowledge
  - o Any act of theft, deceit, collusion, dishonesty or criminal act by you or any person acting in concert with you, or by any of your authorized representatives, whether acting alone or in collusion with you or others (collectively, your "Misrepresentation")
- Incurred by you from an Event that did not occur during your coverage period;
- In connection with an Event that you fail to report to AllClear ID prior to the expiration of your AllClear Secure coverage period.

### **Other Exclusions:**

- AllClear ID will not pay or be obligated for any costs or expenses other than as described herein, including without limitation fees of any service providers not retained by AllClear ID; AllClear ID reserves the right to investigate any asserted claim to determine its validity;
- AllClear ID is not an insurance company, and AllClear Secure is not an insurance policy; AllClear ID will not make payments or reimbursements to you for any loss or liability you may incur; and
- AllClear ID is not a credit repair organization, is not a credit counseling service, and does not promise to help you improve your credit history or rating beyond resolving incidents of fraud;
- AllClear ID reserves the right to reasonably investigate any asserted claim to determine its validity. All recipients of Secure coverage are expected to protect their personal information in a reasonable way at all times. Accordingly, recipients will not deliberately or recklessly disclose or publish their Social Security number or any other personal information to those who would reasonably be expected to improperly use or disclose that Personal Information.

### **Opt-out Policy**

If for any reason you wish to have your information removed from the eligibility database for AllClear Secure, please contact AllClear ID:

<b>E-mail</b> support@allclearid.com	<b>Mail</b> AllClear ID, Inc. 823 Congress Avenue Suite 300 Austin, Texas 78701	<b>Phone</b> 1.855.434.8077
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