



brands, inc.

7075 Flying Cloud Drive, Eden Prairie, MN 55344

State of New Hampshire
Office of the Attorney General
Consumer Protection and Antitrust Bureau
33 Capital Street
Concord, NH 03301

April 13, 2017

Dear Sir or Madam,

Bluestem Brands, Inc., on behalf of its operating brands doing business as Fingerhut and Gettington (collectively "Bluestem"), takes its role of safeguarding the privacy of our customers' personal information very seriously, which is why we are writing to you pursuant to N.H. Rev. Stat. Ann. § 359C:20 to let you know about a data security incident that involved the personal information of 62 New Hampshire residents.

We believe the customers' personal information was accessed by cyber-attackers executing an attempt to obtain unauthorized access to their Bluestem account between March 24, 2017 and April 7, 2017. We have blocked access to the affected web accounts, stopped any attempted purchases, and a fraud hold has been placed on the accounts to prevent any potential unauthorized activity. The account data accessed may have included personal information such as the customer name and address, email address, phone number, and credit account number.

The impacted New Hampshire customers were provided written notice of this incident on April 13, 2017 via U.S. Mail. The contents of that notice summarized the information above and educated customers on how to avoid identity theft. Bluestem also provided information to customers on how to annually obtain a free copy of their credit reports. Additionally, we instructed customers on how they can place a fraud alert on their credit report with each of the three reporting companies.

Bluestem values our customers' privacy and deeply regrets that this incident occurred. If you have any questions regarding this letter please contact me at my information listed below.

Best,

A handwritten signature in black ink, appearing to read "Andrew E. Rausch".

Andrew E. Rausch
Senior Counsel
952-656-4185
Andy.Rausch@bluestembrands.com

Gettington.com.

6250 Ridgewood Road
Saint Cloud Minnesota 56303

<MailDatW>

Customer Number: <CustNum>

<FirstName> <LastName>
<SecondAddr>
<PrimeAddr>
<CityName>, <StateCode> <ZipCode>

Gettington values your business and takes its role of safeguarding the privacy of your personal information very seriously, which is why we are writing to you to let you know about a data security incident that involved your personal information.

We believe that your personal information was accessed by cyber-attackers executing an attempt to obtain unauthorized access to your Gettington account between March 24, 2017 and April 7, 2017. We have blocked access to your web account, stopped any attempted purchases, and placed a fraud hold on your account to prevent any potential unauthorized activity. The account data accessed may have included personal information such as your name and address, email address, phone number, and credit account number. For further information and to reset your password, please contact us at 1-866-242-5590 at your earliest convenience.

Remember these important tips for preventing unauthorized access and use of your credit accounts:

- Never provide personal financial information, including your Social Security number, account numbers, or passwords, over the phone or the Internet if you did not initiate the contact.
- If you receive suspicious communication claiming to be from Gettington via phone, email, or other methods, please contact us directly at 1-866-242-5590.
- Remain vigilant for incidents of fraud and identity theft, including reviewing account statements and monitoring free credit reports as outlined below.
- Report suspected incidents of identity theft to local law enforcement, the Federal Trade Commission (FTC), or your state attorney general. To learn more, you can go to the FTC's website at www.consumer.gov, call 1-877-ID-THEFT, or write to Federal Trade Commission, Consumer Response Center, 600 Pennsylvania Avenue NW, Washington, DC 20580.

You may obtain a free copy of your credit report from each of the three major credit reporting agencies once every 12 months by visiting www.annualcreditreport.com, calling toll-free 1-877-322-8228, or by completing an Annual Credit Report Request Form and mailing it to Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA, 30348.

You may want to consider placing a fraud alert on your credit report. An initial fraud alert is free and will stay on your credit file for at least 90 days. This alert informs creditors of possible fraudulent activity within your report and requests that the creditor contact you prior to establishing any accounts in your name. To place a fraud alert on your credit report, contact any of the three credit reporting agencies identified below.

Equifax
1-800-525-6285
P.O. Box 740250
Atlanta, GA 30374
www.equifax.com

Experian
1-888-397-3742
P.O. Box 1017
Allen, TX 75013
www.experian.com

TransUnion
1-800-680-7289
P.O. Box 6790
Fullerton, CA 92634
www.transunion.com

Gettington values your privacy and deeply regrets that this incident occurred. Again, if you have any questions regarding this letter, please contact us at 1-866-242-5590.

72500

FINGERHUT

6250 Ridgewood Road
Saint Cloud Minnesota 56303

<MailDatW>

Customer Number: <CustNum>

<FirstName> <LastName>
<SecondAddr>
<PrimeAddr>
<CityName>, <StateCode> <ZipCode>

Fingerhut values your business and takes its role of safeguarding the privacy of your personal information very seriously, which is why we are writing to you to let you know about a data security incident that involved your personal information.

We believe that your personal information was accessed by cyber-attackers executing an attempt to obtain unauthorized access to your Fingerhut account between March 24, 2017 and April 7, 2017. We have blocked access to your web account, stopped any attempted purchases, and placed a fraud hold on your account to prevent any potential unauthorized activity. The account data accessed may have included personal information such as your name and address, email address, phone number, and credit account number. For further information and to reset your password, please contact us at 1-866-564-7177 at your earliest convenience.

Remember these important tips for preventing unauthorized access and use of your credit accounts:

- Never provide personal financial information, including your Social Security number, account numbers, or passwords, over the phone or the Internet if you did not initiate the contact.
- If you receive suspicious communication claiming to be from Fingerhut via phone, email, or other methods, please contact us directly at 1-866-564-7177.
- Remain vigilant for incidents of fraud and identity theft, including reviewing account statements and monitoring free credit reports as outlined below.
- Report suspected incidents of identity theft to local law enforcement, the Federal Trade Commission (FTC), or your state attorney general. To learn more, you can go to the FTC's website at www.consumer.gov, call 1-877-ID-THEFT, or write to Federal Trade Commission, Consumer Response Center, 600 Pennsylvania Avenue NW, Washington, DC 20580.

You may obtain a free copy of your credit report from each of the three major credit reporting agencies once every 12 months by visiting www.annualcreditreport.com, calling toll-free 1-877-322-8228, or by completing an Annual Credit Report Request Form and mailing it to Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA, 30348.

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Equifax
1-800-525-6285
P.O. Box 740250
Atlanta, GA 30374
www.equifax.com

Experian
1-888-397-3742
P.O. Box 1017
Allen, TX 75013
www.experian.com

TransUnion
1-800-680-7289
P.O. Box 6790
Fullerton, CA 92634
www.transunion.com

Fingerhut values your privacy and deeply regrets that this incident occurred. Again, if you have any questions regarding this letter, please contact us at 1-866-564-7177.

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