



brands, inc.

7075 Flying Cloud Drive, Eden Prairie, MN 55344

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MAY 09 2017

CONSUMER PROTECTION

May 8, 2017

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

Dear Sir or Madam,

Bluestem Brands, Inc., on behalf of its operating brands doing business as Fingerhut and Gettington (collectively "Bluestem"), is writing to you pursuant to N.H. Rev. Stat. Ann. § 359C:20 to update you on a data security incident we previously notified you of on April 13, 2017.

We believe an additional 11 New Hampshire residents' personal information was accessed by cyber-attackers executing an attempt to obtain unauthorized access to their Bluestem account between April 18, 2017 and April 30, 2017. After investigating the incident further, Bluestem has discovered that the unauthorized access does not involve a breach of our information security protocols. Rather, the customer accounts were accessed using compromised email address and password lists from external third-party websites. The access results from customers using identical logins and passwords across websites.

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 Bluestem credit account number. For those accounts where a Bluestem credit account number was potentially accessed, we have re-issued the customers a new number.

The impacted customers will be provided written notice of this incident by May 8, 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. Lastly, Bluestem has issued a prominent banner message on its website reminding customers of the importance of periodic password changes in variation, strength, and complexity.

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.

State of New Hampshire  
Office of Attorney General  
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Best,

A handwritten signature in black ink, appearing to read "Andrew Rausch". The signature is fluid and cursive, with the first name "Andrew" and last name "Rausch" clearly distinguishable.

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