

# BOB WARD & SONS, INC.

## Sporting Goods

BRANCH STORE NO. 2  
1925 DEWEY BLVD.  
BUTTE, MONTANA 59701  
PH: 1-406-494-4452  
FAX: 1-406-494-3425

[www.bobwards.com](http://www.bobwards.com)  
1-800-800-5083

BRANCH STORE NO. 4  
1120 NORTH 1ST STREET  
HAMILTON, MONTANA 59840  
PH: 1-406-363-6204  
FAX: 1-406-363-5412

BRANCH STORE NO. 3  
3011 MAX AVE.  
BOZEMAN, MONTANA 59715  
PH: 1-406-586-4381  
FAX: 1-406-586-0090

MAIN OFFICE & STORE NO. 1  
3015 PAXSON  
MISSOULA, MONTANA 59801  
PH: 1-406-728-3220  
FAX: 1-406-728-5230

BRANCH STORE NO. 5  
3323 DREDGE DR.  
HELENA, MONTANA 59601  
PH: 1-406-443-2138  
FAX: 1-406-449-7255

ARCHERY — FOOTWEAR — OUTDOOR CLOTHING — GUNS AND AMMUNITION — RELOADING SUPPLIES — BACKPACKING  
TENNIS — GOLF — EVERYTHING FOR HUNTING AND FISHING — WINTER SPORTS HEADQUARTERS — SKI SHOP — ATHLETIC EQUIPMENT

October 23, 2012

Attorney General Michael A. Delaney  
Office of the Attorney General  
Attn: Security Breach Notification  
33 Capitol Street  
Concord, NH 03301

**Re: Bob Ward & Sons – Notice of Data Security Event**

Dear Attorney General Delaney:

We are writing to notify you of a data security event that compromised the security of personal information. Bob Ward & Sons (“Bob Ward’s”), 1600 North Avenue, Suite 500, Missoula, MT, 59801, is informing your office of pertinent facts that are known at this time related to an illegal intrusion into its e-commerce site. This illegal intrusion resulted in the unauthorized access by unknown individual(s) to the name, address, and credit card information of those Bob Ward’s customers that made online purchases at [www.bobwards.com](http://www.bobwards.com) between May 31, 2012 and August 3, 2012. Upon discovery of the unauthorized access, Bob Ward’s immediately took steps to end the intrusion, retained computer forensic specialists SecurityMetrics, retained breach notification legal counsel Nelson, Levine, de Luca & Hamilton, LLC, and retained independent third-party computer forensic analysts Kroll, Inc., to assist with its investigation of, and response to, this incident. The investigation is ongoing, and this notice will be supplemented with any new significant facts learned subsequent to its submission. By providing this notice, Bob Ward’s does not waive any rights or defenses regarding the applicability of New Hampshire law or personal jurisdiction.

### Nature of the Data Security Event

On April 30, 2012, Bob Ward’s was notified by Discover Card of suspicious activity on credit cards issued by Discover Card to individuals who made purchases on Bob Ward’s e-commerce site. Bob Ward’s retained computer forensic specialists SecurityMetrics, as well as independent, third-party computer forensic analysts Kroll, Inc., to perform an investigation into the report. These experts determined that unauthorized individual(s) had rendered its e-commerce site, [www.bobwards.com](http://www.bobwards.com), vulnerable on June 6, 2011, and illegally obtained access to the credit card information of certain customers that made purchases at [www.bobwards.com](http://www.bobwards.com), between May 31, 2012 and August 3, 2012. These experts determined that the credit card information accessed

“EVERY DEPARTMENT A SPECIALTY SHOP”

prior to May 31, 2012 was securely encrypted. It was after May 31, 2012 that the credit card information from the e-commerce site was unencrypted. Immediately upon determining an illegal intrusion had occurred, Bob Ward's disconnected its e-commerce site from the internet and took steps to further secure its customers' personal information and to identify those customers whose information had been unlawfully accessed by the unknown individual(s).

#### **Notice to New Hampshire Residents**

Although the investigation is ongoing, it appears that thirteen (13) New Hampshire's residents' personal information was accessed without authorization. These New Hampshire residents will receive the written notice of the data security event on or about October 24, 2012 in substantially the same form as the sample notice attached to this letter as **Exhibit A**.

#### **Other Steps Taken and To Be Taken**

As discussed above, Bob Ward's retained forensic computer experts and legal counsel specializing in data breach response. Bob Ward's is also providing notice of this data security event to other state regulators and three national credit reporting bureaus. Bob Ward's has also provided each affected customer, at no cost to them, with one year of credit monitoring services.

#### **Contact Information**

Should you have any questions regarding this notification or other aspects of the data security event, please contact our data privacy counsel, James E. Prendergast or Jennifer A. Coughlin, of the law firm of Nelson, Levine, de Luca & Hamilton, at 215-358-5087.

Sincerely,

A handwritten signature in dark ink, appearing to read 'Chad Ward', with a long horizontal flourish extending to the right.

Chad Ward  
President, Bob Ward & Sons

*Exhibit A*



3015 Paxson Missoula, MT 59801  
<<Date>> (Format: Month Day, Year)

<Firstname>> <<Middlename>> <<Lastname>>  
<Address1>>  
<Address2>>  
<City>>, <<Stateprovince>> <<Postalcode>>  
<<Intelligent Mail Barcode>>

Dear <<Firstname>> <<Middlename>> <<Lastname>>,

On April 30, 2012, Bob Ward & Sons ("Bob Ward") was notified by Discover Card of suspicious activity on credit cards issued by Discover Card to individuals who had previously made purchases on Bob Ward's e-commerce site. Bob Ward retained third-party forensic experts to investigate the report, and these experts determined that unauthorized individual(s) had illegally obtained access to its e-commerce site and had access to the credit card information of certain customers that made online purchases at [www.bobwards.com](http://www.bobwards.com) between June 6, 2011 and August 3, 2012. These forensic experts also determined that the unknown individual(s) also accessed the personal information of customers that used credit cards other than a Discover Card to make online purchases at our e-commerce site during this period of time.

Our ongoing investigation reveals that your name, address, credit card number and card verification number were exposed during this unlawful intrusion. We are providing this notice to you to ensure you are aware of this incident and so that you may take steps you feel necessary under these circumstances to address any concerns you may have regarding this event.

We take this matter very seriously. The safety and security of your personal information is very important to us, and immediately upon determining an illegal intrusion had occurred, we took steps to end the intrusion and further secure our customers' private information. We have also retained additional forensic experts, as well as legal experts, to assist with our ongoing investigation of, as well as our response to, this incident and to assist in further protecting the personal information of you and our other customers.

The exposure of your personal information does not mean your credit card data has been stolen and used or will be used illegally. But it has been exposed and is at risk. Therefore, we have retained Kroll

#### Next Steps

 Your membership number is: <<MEMBERSHIPNUMBER>>

 **1. Go to [www.idintegrity.com](http://www.idintegrity.com) to start your credit monitoring**

Please be prepared to provide your membership number. Instructions are provided online.

 If you would prefer to receive your alerts through the mail instead of online, fill out the enclosed *Consumer Credit Report and Credit Monitoring Authorization Form* and return it in the enclosed postage-paid envelope.

 **2. Call 1-XXX-XXX-XXXX if you need help or have questions**

8 a.m. to 5 p.m. (Central Time), Monday through Friday  
Kroll representatives are ready to help you.

Advisory Solutions who has more experience than any other organization when it comes to helping people who have experienced the unintentional exposure of confidential data.

We have also negotiated for Kroll Advisory Solutions to provide—at no cost to you for the next year the following services:

**Enhanced Identity Theft Consultation and Restoration.** Licensed Investigators, who truly understand the problems surrounding identity theft, are available to listen, to answer your questions, and to offer their expertise regarding any concerns you may have. And should your name and credit be affected by this incident, your investigator will help restore your identity to pre-theft status.

**Continuous Credit Monitoring.** Monitoring alerts make you aware of key changes in your Experian credit file that could indicate the kind of unauthorized activity commonly associated with identity theft and fraud.

To receive online credit services, please visit [www.idintegrity.com](http://www.idintegrity.com) to complete your authorization. If you would prefer to order and receive your credit services through the mail, please fill out and return the enclosed *Consumer Credit Report and Credit Monitoring Authorization Form*.

Note, however, that if you fill out and return the authorization form to receive credit services through the mail, you cannot sign up online.

You can also further educate yourself regarding identity theft and the steps you can take to avoid identity theft by contacting the Federal Trade Commission. It can be reached at:

**Federal Trade Commission**

600 Pennsylvania Avenue, NW

Washington, DC 20580

[www.ftc.gov/bcp/edu/microsites/idtheft/](http://www.ftc.gov/bcp/edu/microsites/idtheft/)

1-877-ID-THEFT (1-877-438-4338); TTY: 1-866-653-4261

The Federal Trade Commission also encourages those who discover that their information has been misused to file a complaint with the Commission. You can also obtain further information on how to file such a complaint by way of the contact information listed above. Instances of known or suspected identity theft should also be reported to law enforcement.

In order to further protect against possible identity theft or other financial loss and in addition to activating your ID TheftSmart membership, we encourage you to remain vigilant, to review your account statements, and to monitor your credit reports.

Again, please be assured that the safety and security of your personal information is very important to us at Bob Ward's. I deeply regret any concern, stress, or inconvenience that this matter may have caused you. We have made every effort to, and consulted many experts, to further secure our systems from any future attempted unlawful intrusions. I hope that this event has not impacted your confidence or trust in our ability to satisfy your sporting goods needs. If you have any questions, please contact the experts at the call center dedicated to this matter Monday through Friday, from 8am to 5pm CST, by calling XXX-XXX-XXXX.

Very truly yours,



Chad Ward

President, Bob Ward & Sons

**P.S.** Remember, safeguards for your personal data security are available at no cost to you.  
To enroll:

1. Go to [www.idintegrity.com](http://www.idintegrity.com) to activate your credit monitoring.
2. **Call 1-XXX-XXX-XXXX** if you have an identity theft issue or if you have any questions.  
Kroll's licensed investigators are ready to help you.

# Your Complimentary Identity Theft Protection Services

## Continuous Credit Monitoring

Early Detection is Key

Consumer and government agencies recommend that you keep a close eye on your credit activity. Frequent monitoring is key to identifying fraud and reducing the damage it can cause. Monitoring alerts make you aware of changes in your credit file that could indicate identity theft and fraud.

You'll be notified by email when your credit files are updated with certain credit activity that could be associated with identity theft, such as applying for a new credit card or loan, a change of address, and more.

If any activity looks suspicious, simply call us toll-free. We'll immediately put you in touch with your licensed investigator to find out what's happening and help take measures to correct the problem. We'll even send you notices when there's been no activity in your credit file, so you always know your credit is closely monitored.

Go to [www.idintegrity.com](http://www.idintegrity.com) to start your complimentary **Credit Monitoring**.

If you would like to receive your services through the mail instead, return the enclosed Consumer Credit Report and Credit Monitoring Authorization Form.

## Enhanced Identity Theft Consultation and Restoration

Restore Your Credit, Regain Your Peace of Mind

You can rely on the expertise of a specialized team of investigators to help search out suspicious activity and fight back against the evolving tactics used by identity thieves. Our licensed investigators have thousands of hours of experience working with and utilizing the laws, regulations, and investigative techniques used for identity theft restoration.

Our consultation services allow you to minimize your risk if your personal data has been compromised. Our tenured investigators can give you personal one-on-one consultation on how best to reduce your identity theft risk. Additionally, if you are a victim of identity theft, we provide full-service restoration, which means experienced licensed investigators do the heavy lifting to restore your identity on your behalf. And since one dedicated investigator is assigned to your case, you can rest assured you will receive the individualized, personal support that is critical to recovering from identity theft.

You now have easy access to the resources you need to search out suspicious activity and to fight back if you have been exposed to the threat of identity fraud. Our in-depth investigations explore:

- » Criminal data at federal and state levels;
- » State department of motor vehicles (DMV) records;
- » Public records, where liens or bankruptcies could surface;
- » Social Security tracing, for fraudulent address or status entries;
- » Watch lists familiar to the security industry; and more.

If you have an identity theft issue or if you have any questions, call us today using the toll-free telephone number listed in the accompanying letter. Your licensed investigator is ready to help you.

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### Restoration Service Exclusions

**Legal remedy.** Any Stolen Identity Event where the victim is unwilling to prosecute the person who caused the victim to suffer the fraud or its consequences.

**Dishonest acts.** Any dishonest, criminal, malicious, or fraudulent acts, if the Member(s) that suffered the fraud personally participated in, directed, or had knowledge of such acts.

**Financial loss.** Membership services do not cover any financial losses attributed to the stolen identity event, including but not limited to, money stolen from a wallet or unauthorized purchases of retail goods or services online, by phone, by mail or direct.

**Pre-existing stolen identity event limitations.** A pre-existing identity event (occurring prior to and not in any way related to the current breach event) or the consequences caused by it are not covered.

**Minors.** Minors are fundamentally excluded given that (a) credit reporting agencies do not knowingly maintain credit files on minor children, and (b) minor children are unable to execute the Limited Power of Attorney required for certain restoration processes. However, Kroll will try to resolve identity theft issues for participating minors through the means available under existing legislation and established industry and organizational procedures, with reasonable efforts to address the challenges of working with minors.