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CONSUMER PROTECTION

A Mid-Atlantic Litigation Firm

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January 4, 2022

Via First Class Mail

Office of Attorney General
33 Capitol Street
Concord, New Hampshire 03302

RE: Security Breach Notification

To Whom It May Concern:

I serve as counsel for Bob's Red Mill Natural Foods, Inc. ("Bob's Red Mill"), located at 13521 SE Pheasant Court, Milwaukie, OR 97222, and provide this notification to you of a recent data security incident. By providing this notice, Bob's Red Mill does not waive any rights or defenses under New Hampshire law, including the data breach notification statute.

On or about November 28, 2021, Bob's Red Mill fell victim to a sophisticated ransomware attack. Upon discovery, Bob's Red Mill immediately secured the network and engaged a third-party forensic firm to investigate the incident. As part of this forensic investigation, Bob's Red Mill sought to determine whether any information may have been compromised by the threat actor who initiated the ransomware attack. On December 17, 2021, after a thorough investigation, Bob's Red Mill confirmed that a limited amount of employee information may have been accessed in connection with this incident.

At this time, Bob's Red Mill is aware of one (1) resident of New Hampshire who may have been affected by this incident. As our investigation is ongoing, we will provide supplemental notification should we determine additional New Hampshire residents are potentially affected.

Bob's Red Mill will promptly notify the impacted employees on January 4, 2022, and will offer the affected New Hampshire residents complimentary credit monitoring for 12 months. A copy of the draft notification letter is attached as *Exhibit A*. The letter outlines the incident and provides potentially affected individuals with additional resources to protect their identity and monitor their credit history and personal accounts. As the letter indicates, Bob's Red Mill is offering credit monitoring services at Bob's Red Mill's expense. Bob's Red Mill is taking proactive

steps to ensure that all state and federal notification obligations are complied with due to this incident.

Please contact me should you have any questions.

Very truly yours,

CIPRIANI & WERNER, P.C.

By: *John Loyal*
John Loyal, Esq.

EXHIBIT A



P.O. Box 1907
Suwanee, GA 30024

To Enroll, Please Call:
1-833-325-1782
Or Visit:
<https://app.idx.us/account-creation/protect>
Enrollment Code: <<XXXXXXXXXX>>

<<First Name>> <<Last Name >>
<<Address 1>>
<<Address 2>>
<<City>>, <<State>> <<Zip>>

January 4, 2022

RE: Important Security Notification. Please read this entire letter.

Dear <<First Name>> <<Last Name >>:

Bob's Red Mill Natural Foods, Inc. ("Bob's Red Mill") writes to notify you of a recent incident that may have involved your personal information described below.

We take the privacy of information in our care seriously, and while we have no evidence to suggest that any information was misused, in an abundance of caution, we are providing you information about the incident, our response, and steps you can take to protect your information.

What Happened:

On or around November 28, 2021, Bob's Red Mill fell victim to a sophisticated ransomware attack that affected some of our systems. Upon discovery, we immediately secured our network and engaged a third-party forensic firm to investigate the incident. As part of this forensic investigation, we sought to determine whether any information may have been compromised by the threat actor who initiated the ransomware attack. On December 17, 2021, we discovered that a limited amount of information may have been accessed in connection with this incident.

Although the forensic investigation could not rule out the possibility that an unknown actor may have accessed this information, there is no indication whatsoever that any information has been misused at this time, or will be in the future. However, we are providing this notification to you out of an abundance of caution and so that you may diligently monitor your personal information and resources. We take great care in the security of our network systems and regret that this incident has occurred.

What Information Was Involved:

It is important to note, as mentioned above, that there is no evidence to suggest that any information has been misused. The information that could have been accessed by the unauthorized individual(s) may have included your first and last name, in combination with your social security number, dates of birth, driver's license number and/or passport number.

What We Are Doing:

Bob's Red Mill has taken every step necessary to address the incident and is committed to fully protecting all of the information entrusted to us. Unfortunately, network intrusions have become increasingly common and this incident is similar to others experienced by other companies across the country. Upon learning of this incident, we immediately secured our network, and took steps to enhance the security of all information to help prevent similar incidents from occurring in the future. We retained a third-party forensic firm to conduct a thorough investigation and are reviewing our current policies and procedures related to data protection.

Credit Monitoring:

As an additional safeguard for your information, we have arranged for you to enroll, at no cost to you, in an online credit monitoring service for 12 months. Due to State and Federal privacy laws, however, we cannot enroll you directly and if you wish to take advantage of this complimentary credit monitoring service, you must enroll yourself.

What You Can Do:

In addition to enrolling in the complimentary credit monitoring service detailed within, we recommend that you remain vigilant in regularly reviewing and monitoring all of your account statements and credit history to guard against any unauthorized transactions or activity. If you discover any suspicious or unusual activity on any of your accounts, please promptly change your password and take additional steps to protect your account, and notify your financial institution or company if applicable. Additionally, please report any suspicious incidents to local law enforcement and/or your State Attorney General. We have provided additional information below, which contains more information about steps you can take to protect yourself against fraud and identity theft.

For More Information:

Should you have questions or concerns regarding this matter, please do not hesitate to contact us at (971) 233-8799, or write us at 13521 SE Pheasant Court, Milwaukie, OR 97222.

We take the security of information entrusted to our care very seriously. While it is regrettable this potential exposure occurred, please be assured we are taking appropriate actions to rectify the situation and prevent such incidents in the future.

Sincerely,
John (Trey) Winthrop,
Chief Executive Officer

STEPS YOU CAN TAKE TO PROTECT YOUR INFORMATION

Enroll in Credit Monitoring / Identity Protection

We are offering identity theft protection services through IDX, the data breach and recovery services expert. IDX identity protection services include: 12 months of credit and CyberScan monitoring, and fully managed id theft recovery services. With this protection, IDX will help you resolve issues if your identity is compromised. Please note the deadline to enroll is April 4, 2022.

Website and Enrollment. Go to <https://app.idx.us/account-creation/protect> and follow the instructions for enrollment using your Enrollment Code provided at the top of the letter. You may also enroll over the phone at 1-833-325-1782.

Activate the credit monitoring provided as part of your IDX identity protection membership. The monitoring included in the membership must be activated to be effective. Note: You must have established credit and access to a computer and the internet to use this service. If you need assistance, IDX will be able to assist you.

Monitor Your Accounts

We encourage you to remain vigilant against incidents of identity theft and fraud by reviewing your credit reports/account statements for suspicious activity and to detect errors. Under U.S. law, you are entitled to one free credit report annually from each of the three major credit reporting bureaus, TransUnion, Experian, and Equifax. To order your free credit report, visit www.annualcreditreport.com or call 1-877-322-8228. Once you receive your credit report, review it for discrepancies and identify any accounts you did not open or inquiries from creditors that you did not authorize. If you have questions or notice incorrect information, contact the credit reporting bureau.

You have the right to place an initial or extended “fraud alert” on a credit file at no cost. An initial fraud alert is a one-year alert that is placed on a consumer’s credit file. Upon seeing a fraud alert, a business is required to take steps to verify the consumer’s identity before extending new credit. If you are a victim of identity theft, you are entitled to an extended fraud alert lasting seven years. Should you wish to place a fraud alert, please contact any of the three credit reporting bureaus listed below.

As an alternative to a fraud alert, you have the right to place a “credit freeze” on a credit report, which will prohibit a credit bureau from releasing information in the credit report without your express authorization. The credit freeze is designed to prevent credit, loans, and services from being approved in your name without your consent. However, you should be aware that using a credit freeze may delay, interfere with, or prohibit the timely approval of any subsequent request or application you make regarding a new loan, credit, mortgage, or any other account involving the extension of credit. Pursuant to federal law, you cannot be charged to place or lift a credit freeze on your credit report. To request a credit freeze, you will need to provide the following information:

1. Full name (including middle initial as well as Jr., Sr., III, etc.);
2. Social Security number;
3. Date of birth;
4. Address for the prior two to five years;
5. Proof of current address, such as a current utility or telephone bill;
6. A legible photocopy of a government-issued identification card (e.g., state driver’s license or identification card); and
7. A copy of either the police report, investigative report, or complaint to a law enforcement agency concerning identity theft, if you are a victim of identity theft.

Should you wish to place a fraud alert or credit freeze, please contact the three major credit reporting bureaus listed below:

<p>TransUnion 1-800-680-7289 www.transunion.com</p> <p>TransUnion Fraud Alert P.O. Box 2000 Chester, PA 19016-2000</p> <p>TransUnion Credit Freeze P.O. Box 160 Woodlyn, PA 19094</p>	<p>Experian 1-888-397-3742 www.experian.com</p> <p>Experian Fraud Alert P.O. Box 9554 Allen, TX 75013</p> <p>Experian Credit Freeze P.O. Box 9554 Allen, TX 75013</p>	<p>Equifax 1-888-298-0045 www.equifax.com</p> <p>Equifax Fraud Alert P.O. Box 105069 Atlanta, GA 30348-5069</p> <p>Equifax Credit Freeze P.O. Box 105788 Atlanta, GA 30348-5788</p>
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Additional Information

You can further educate yourself regarding identity theft, fraud alerts, credit freezes, and the steps you can take to protect your personal information by contacting the credit reporting bureaus, the Federal Trade Commission (FTC), or your state Attorney General. The FTC also encourages those who discover that their information has been misused to file a complaint with them. The FTC may be reached at 600 Pennsylvania Ave. NW, Washington, D.C. 20580; www.identitytheft.gov; 1-877-ID-THEFT (1-877-438-4338); and TTY: 1-866-653-4261.

You have the right to file a police report if you ever experience identity theft or fraud. Please note that in order to file a report with law enforcement for identity theft, you will likely need to provide some proof that you have been a victim. Instances of known or suspected identity theft should also be reported to law enforcement, your state Attorney General, and the FTC. This notice has not been delayed by law enforcement.

For Maryland residents, the Maryland Attorney General may be contacted at 200 St. Paul Place, 16th Floor, Baltimore, MD 21202; 1-410-528-8662 or 1-888-743-0023; and www.oag.state.md.us.

For New Mexico residents, you have rights pursuant to the Fair Credit Reporting Act, such as the right to be told if information in your credit file has been used against you, the right to know what is in your credit file, the right to ask for your credit score, and the right to dispute incomplete or inaccurate information. Further, pursuant to the Fair Credit Reporting Act: (i) the consumer reporting agencies must correct or delete inaccurate, incomplete, or unverifiable information; (ii) the consumer reporting agencies may not report outdated negative information; (iii) access to your file is limited; (iv) you must give consent for credit reports to be provided to employers; (v) you may limit “prescreened” offers of credit and insurance you get based on information in your credit report; (vi) and you may seek damages from violators. You may have additional rights under the Fair Credit Reporting Act not summarized here. Identity theft victims and active duty military personnel have specific additional rights pursuant to the Fair Credit Reporting Act. We encourage you to review your rights pursuant to the Fair Credit Reporting Act by visiting https://files.consumerfinance.gov/f/201504_cfpb_summary_your-rights-under-fcra.pdf, or by writing Consumer Response Center, Room 130-A, FTC, 600 Pennsylvania Ave. N.W., Washington, D.C. 20580.

For New York residents, the New York Attorney General may be contacted at Office of the Attorney General, The Capitol, Albany, NY 12224-0341; 1-800-771-7755; or <https://ag.ny.gov>.

For North Carolina residents, the North Carolina Attorney General may be contacted at 9001 Mail Service Center, Raleigh, NC 27699-9001; 1-877-566-7226 or 1-919-716-6000; and www.ncdoj.gov.

For Rhode Island residents, the Rhode Island Attorney General may be contacted at 150 South Main Street, Providence, RI 02903; 1-401-274-4400; and www.riag.ri.gov. Under Rhode Island law, you have the right to obtain any police report filed in regard to this incident.

For Washington, D.C. residents, the District of Columbia Attorney General may be contacted at 441 4th Street NW #1100, Washington, D.C. 20001; 202-727-3400, and <https://oag.dc.gov/consumer-protection>.