



RECEIVED

MAR 26 2018

CONSUMER PROTECTION

HUNTON & WILLIAMS LLP
200 PARK AVENUE
NEW YORK, NY 10166-0005

TEL 212 • 309 • 1000
FAX 212 • 309 • 1100

LISA J. SOTTO
DIRECT DIAL: 212 • 309 • 1223
EMAIL: lsotto@hunton.com

FILE NO: 10494.1

March 19, 2018

Via Certified Mail

Office of the New Hampshire Attorney General
33 Capitol Street
Concord, NH 03301

To Whom It May Concern:

In accordance with N.H. Rev. Stat. Ann. § 359-C:20, I am writing on behalf of Bronson Nutritionals LLC (“Bronson”) to notify you regarding the nature and circumstances of a recent data security issue.

Bronson recently identified on certain of its systems malware designed to collect customers’ payment card information. Based on Bronson’s investigation, the malware appears to have been placed on the company’s systems on or around May 15, 2017. Customers who made a purchase on Bronson’s online store or by phone with the company’s customer service center between May 15, 2017 and January 30, 2018 may be affected by this matter. The personal information involved may have included cardholders’ names, addresses and payment card information (including payment card number, security code and expiration date).

After learning of the issue, Bronson removed the malware and took steps to secure its systems. Bronson also retained a data security expert to help determine the nature and scope of the incident. Bronson is working with law enforcement authorities and coordinating its efforts with the payment card organizations.

There are approximately 143 New Hampshire residents affected by this issue. Attached for your reference is a copy of the notice being sent on March 19, 2018 to affected individuals.

Please do not hesitate to contact me if you have any questions.

Very truly yours,

Lisa J. Sotto

Enclosure



Processing Center • P.O. Box 649 • Monroe, WI 53566 - 0649

0000001 NX 8010 12345 -C02-P00001-I
JOHN Q. SAMPLE
1234 MAIN STREET
ANYTOWN US 12345



March 19, 2018

NOTICE OF DATA BREACH

Dear John Sample:

We are writing to notify you of an issue that may involve your personal information. Below is a summary of the issue.

What Happened?

We recently identified malware on certain of our systems. Based on our investigation, the malware appears to have been placed on our systems around May 15, 2017. As a customer who made a purchase on our online store (www.bronsonvitamins.com) or by phone with our customer service center between May 15, 2017 and January 30, 2018, you may be affected by this matter.

What Information Was Involved?

We believe the malware was designed to collect customers' payment card information, including cardholder name and address, payment card number, security code and expiration date.

What We Are Doing

Promptly after learning of this issue, we removed the malware and took steps to secure our systems. We also retained a data security expert to conduct a forensic investigation of the incident. We are working with law enforcement authorities and coordinating our efforts with the payment card organizations.

What You Can Do

We take our obligation to safeguard personal information very seriously and are alerting you about this issue so you can take steps to help protect your information. Steps you can take include the following:

- **Order a Credit Report.** You are entitled under U.S. law to one free credit report annually from each of the three nationwide consumer reporting agencies. To order your free credit report, visit www.annualcreditreport.com or call toll-free at 1-877-322-8228. We encourage you to remain vigilant by reviewing your account statements and monitoring your free credit reports. If you believe there is an unauthorized charge on your card, please contact your relevant bank or card issuer immediately.
- **Review the Attached Reference Guide.** The attached Reference Guide provides recommendations by the U.S. Federal Trade Commission on the protection of personal information.

For More Information

If you have any questions regarding this issue, please contact 1-855-288-3246, Monday through Saturday between 8:00 AM and 8:00 PM Central Standard Time.

We regret that this issue may affect you and hope this information is useful to you.

Sincerely,



Saiful Kibria
President
Bronson Nutritionals LLC



REFERENCE GUIDE

We encourage you to take the following steps:

Order Your Free Credit Report. To order your free credit report, visit www.annualcreditreport.com, call toll-free at 1-877-322-8228, or complete the Annual Credit Report Request Form on the U.S. Federal Trade Commission's ("FTC") website at www.consumer.ftc.gov and mail it to Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348-5281. The three consumer reporting agencies provide free annual credit reports only through the website, toll-free number or request form.

When you receive your credit report, review it carefully. Look for accounts you did not open. Look in the "inquiries" section for names of creditors from whom you haven't requested credit. Some companies bill under names other than their store or commercial names. The consumer reporting agency will be able to tell you when that is the case. Look in the "personal information" section for any inaccuracies in your information (such as home address and Social Security number). If you see anything you do not understand, call the consumer reporting agency at the telephone number on the report. Errors in this information may be a warning sign of possible identity theft. You should notify the consumer reporting agencies of any inaccuracies in your report, whether due to error or fraud, as soon as possible so the information can be investigated and, if found to be in error, corrected. If there are accounts or charges you did not authorize, immediately notify the appropriate consumer reporting agency by telephone and in writing. Consumer reporting agency staff will review your report with you. If the information can't be explained, then you will need to call the creditors involved. Information that can't be explained also should be reported to your local police or sheriff's office because it may signal criminal activity.

You have rights under the federal Fair Credit Reporting Act ("FCRA"). These include, among others, the right to know what is in your file; to dispute incomplete or inaccurate information; and to have consumer reporting agencies correct or delete inaccurate, incomplete, or unverifiable information. For more information about the FCRA, please visit <https://www.consumer.ftc.gov/articles/pdf-0096-fair-credit-reporting-act.pdf> or www.ftc.gov.

Report Incidents. If you detect any unauthorized transactions in a financial account, promptly notify your payment card company or financial institution. If you detect any incident of identity theft or fraud, promptly report the incident to law enforcement, the FTC and your state Attorney General. If you believe your identity has been stolen, the FTC recommends that you take these steps:

- Close the accounts that you have confirmed or believe have been tampered with or opened fraudulently. Use the FTC's ID Theft Affidavit (available at www.ftc.gov/idtheft) when you dispute new unauthorized accounts.
- File a local police report. Obtain a copy of the police report and submit it to your creditors and any others that may require proof of the identity theft crime.

You can contact the FTC to learn more about how to protect yourself from becoming a victim of identity theft and how to repair identity theft:

Federal Trade Commission
Consumer Response Center
600 Pennsylvania Avenue, NW
Washington, DC 20580
1-877-IDTHEFT (438-4338)
www.ftc.gov/idtheft/

Consider Placing a Fraud Alert on Your Credit File. To protect yourself from possible identity theft, consider placing a fraud alert on your credit file. A fraud alert helps protect you against the possibility of an identity thief opening new credit accounts in your name. When a merchant checks the credit history of someone applying for credit, the merchant gets a notice that the applicant may be the victim of identity theft. The alert notifies the merchant to take steps to verify the identity of the applicant. You can place a fraud alert on your credit report by calling any one of the toll-free numbers provided below. You will reach an automated telephone system that allows you to flag your file with a fraud alert at all three consumer reporting agencies. For more information on fraud alerts, you also may contact the FTC as described above.



Equifax	Equifax Credit Information Services, Inc. P.O. Box 740241 Atlanta, GA 30374	1-800-525-6285	www.equifax.com
Experian	Experian Inc. P.O. Box 9554 Allen, TX 75013	1-888-397-3742	www.experian.com
TransUnion	TransUnion LLC P.O. Box 2000 Chester, PA 19022-2000	1-800-680-7289	www.transunion.com

Consider Placing a Security Freeze on Your Credit File. You may wish to place a “security freeze” (also known as a “credit freeze”) on your credit file. A security freeze is designed to prevent potential creditors from accessing your credit file at the consumer reporting agencies without your consent. There may be fees for placing, lifting, and/or removing a security freeze, which generally range from \$5-\$20 per action. *Unlike a fraud alert, you must place a security freeze on your credit file at each consumer reporting agency individually.* For more information on security freezes, you may contact the three nationwide consumer reporting agencies or the FTC as described above. As the instructions for establishing a security freeze differ from state to state, please contact the three nationwide consumer reporting agencies to find out more information.

The consumer reporting agencies may require proper identification prior to honoring your request. For example, you may be asked to provide:

- Your full name with middle initial and generation (such as Jr., Sr., II, III);
- Your Social Security number;
- Your date of birth;
- Addresses where you have lived over the past five years;
- A legible copy of a government-issued identification card (such as a state driver’s license or military ID card); and/or
- Proof of your current residential address (such as a current utility bill or account statement).

For Iowa Residents. You may contact law enforcement or the Iowa Attorney General’s Office to report suspected incidents of identity theft. This office can be reached at:

Office of the Attorney General of Iowa
Hoover State Office Building
1305 E. Walnut Street
Des Moines, IA 50319
(515) 281-5164
www.iowaattorneygeneral.gov

For Maryland Residents. You can obtain information from the Maryland Office of the Attorney General about steps you can take to avoid identity theft. You may contact the Maryland Attorney General at:

Maryland Office of the Attorney General
Consumer Protection Division
200 St. Paul Place
Baltimore, MD 21202
(888) 743-0023 (toll-free in Maryland)
(410) 576-6300
www.oag.state.md.us

For Massachusetts Residents. You have the right to obtain a police report and request a security freeze as described above. The consumer reporting agencies may charge you a fee of up to \$5 to place a security freeze on your account, and may require that you provide certain personal information (such as your name, Social Security number, date of birth, and address) and proper identification (such as a copy of a government-issued ID card and a bill or statement) prior to honoring your request. There is no charge, however, to place, lift or remove a security freeze if you have been a victim of identity theft and you provide the consumer reporting agencies with a valid police report.

For North Carolina Residents. You can obtain information from the North Carolina Attorney General's Office about preventing identity theft. You can contact the North Carolina Attorney General at:

North Carolina Attorney General's Office
9001 Mail Service Center
Raleigh, NC 27699-9001
(877) 566-7226 (toll-free in North Carolina)
(919) 716-6400
www.ncdoj.gov

For Oregon Residents. We encourage you to report suspected identity theft to the Oregon Attorney General at:

Oregon Department of Justice
1162 Court Street NE
Salem, OR 97301-4096
(877) 877-9392 (toll-free in Oregon)
(503) 378-4400
<http://www.doj.state.or.us>

For Rhode Island Residents. You may obtain information about preventing and avoiding identity theft from the Rhode Island Office of the Attorney General at:

Rhode Island Office of the Attorney General
Consumer Protection Unit
150 South Main Street
Providence, RI 02903
(401)-274-4400
<http://www.riag.ri.gov>

You have the right to obtain a police report and request a security freeze as described above. The consumer reporting agencies may charge you a fee of up to \$10 to place a security freeze on your account, and may require that you provide certain personal information (such as your name, Social Security number, date of birth, and address) and proper identification (such as a copy of a government-issued ID card and a bill or statement) prior to honoring your request for a security freeze. There is no charge, however, to place, lift or remove a security freeze if you have been a victim of identity theft and you provide the consumer reporting agencies with a valid police report.

Hunton & Williams
Lisa Sotto
200 Park Ave 52nd Floor

New York NY 10166

USPS CERTIFIED MAIL™



9414 8149 0153 7215 0902 50

Office of the New Hampshire Attorney General
Office of the New Hampshire Attorney General
33 Capitol Street

Concord NH 03301-6310