

April 11, 2018

WRITER'S DIRECT NUMBER: (312) 726-2504
DIRECT FAX: (312) 726-2695
EMAIL: Nicholas.Merker@icemiller.com

VIA U.S. MAIL

Consumer Protection and Antitrust Bureau
Office of the Attorney General
33 Capitol Street
Concord, NH 03301

RECEIVED
APR 16 2018
CONSUMER PROTECTION

Dear Sir or Madam:

Ice Miller LLP represents B.T.C.E., Inc. d/b/a HomeBrewIt.com ("HomeBrewIt"). We are writing to notify you of a security incident involving the personal information of eight (8) New Hampshire residents.

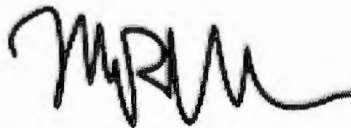
On or about March 7, 2018, HomeBrewIt discovered that on or about September 26, 2017, an unauthorized party was able to gain access to its hosting company's environment and execute malicious code on its website, HomeBrewIt.com. The compromised data may have included the name, address, and payment card information of eight (8) New Hampshire residents.

After HomeBrewIt discovered the incident, it advised the affected customers about the incident and the steps they can take to protect themselves from any harm that may result from the incident. HomeBrewIt is currently assessing the security measures we have in place to minimize the chances that a similar incident will occur in the future. HomeBrewIt's investigation into the incident is ongoing, and HomeBrewIt will continue to implement security enhancements as needed. We have no reason to believe that the personal information involved has been used to engage in identity theft. Nevertheless, HomeBrewIt has offered complimentary identity theft protection services to the affected New Hampshire residents through CyberScout for twelve (12) months.

Please direct any questions or requests for additional information to me.

Sincerely,

ICE MILLER LLP



Nicholas R. Merker

Enclosure: Template Notification

Attachment A
Template Notification



Date

Name
Address
Address
Address

Dear:

NOTICE OF DATA BREACH

Please read this letter in its entirety.

What happened?

I am writing to inform you of a recent security incident involving the hosting company of our website. We were made aware of this situation on March 7th, 2018. Our hosting company identified that an unauthorized party was able to gain access to their environment and execute malicious code on our website, HomeBrewIt.com. The execution of this malicious code led to sensitive customer information being exposed.

What information was involved?

The compromised data may have included your name, address and payment card information. In particular we believe that your Credit Card number ending in **XXXX** may have been compromised. This number in conjunction with your billing address can potentially be used to make unauthorized purchases on your credit card.

While we have no evidence that any of your personal information was misused in any manner, we are taking appropriate precautionary measures to ensure your financial security and help alleviate concerns you may have.

* Services marked with an “*” require an internet connection and e-mail account and may not be available to minors under the age of 18 years of age. Please note that when signing up for monitoring services, you may be asked to verify personal information for your own protection and in order to confirm your identity.

What are we doing to address this situation?

Upon identifying the breach, our hosting company immediately quarantined the malicious code and stopped any further leaking of information. Additional security enhancements were added to our website to block points of entry that the attackers used. The hosting company has also implemented more robust monitoring tools to identify this type of breach and stop it from happening in the future. We are working closely with them to make sure something like this never happens again, and we are committed to helping our customers who may have been impacted by this unfortunate situation.

Because we value you as our customer, we are providing you with access to **Single Bureau Credit Monitoring*** services at no charge. These services provide you with alerts for twelve months from the date of enrollment when changes occur to your Experian credit file. This notification is sent to you the same day that the change or update takes place with the bureau. These services will be provided by **CyberScout**, a company that specializes in identity theft education and resolution.

How do I enroll for the free services?

To enroll in **Credit Monitoring*** services at no charge, please log on to **<https://www.myidmanager.com>** and follow the instructions provided. **When prompted, please provide the following unique code to receive services: <CODE HERE.>**

For guidance with the **CyberScout** services, **please call the CyberScout help line at 1-800-405-6108** and supply the fraud specialist with your unique code.

What you can do

We are urging all customers to notify their issuing bank of this incident to inform them that your account may be at an increased risk for fraud and so that your bank can flag your account. We also encourage you to monitor your accounts closely for any suspicious activity and to notify your financial institution immediately if you notice any unauthorized transactions.

You may want to consider the following:

If you choose to place a fraud alert on your own, you will need to contact one of the three major credit agencies directly at:		
Experian (1-888-397-3742) P.O. Box 4500 Allen, TX 75013 www.experian.com	Equifax (1-800-525-6285) P.O. Box 740241 Atlanta, GA 30374 www.equifax.com	TransUnion (1-800-680-7289) P.O. Box 2000 Chester, PA 19016 www.transunion.com

* Services marked with an “**” require an internet connection and e-mail account and may not be available to minors under the age of 18 years of age. Please note that when signing up for monitoring services, you may be asked to verify personal information for your own protection and in order to confirm your identity.

Also, should you wish to obtain a credit report and monitor it on your own:

- **IMMEDIATELY** obtain free copies of your credit report and monitor them upon receipt for any suspicious activity. You can obtain your free copies by going to the following website: www.annualcreditreport.com or by calling them toll-free at 1-877-322-8228. (Hearing impaired consumers can access their TDD service at 1-877-730-4204.
- **Upon receipt of your credit report**, we recommend that you review it carefully for any suspicious activity.
- Be sure to promptly report any suspicious activity to Quality Wine & Ale Supply/HomeBrewIt.com.

Other important information

You can also obtain more information about identity theft, and about ways to protect yourself, from the Federal Trade Commission (FTC). The FTC has an identity theft hotline: 877-438-4338; TTY: 1-866-653-4261. They also provide information on-line at www.ftc.gov/idtheft.

For more information

If you have any questions for us, please do not hesitate to call us at **574-295-9975** between 10-5 p.m. Eastern Time, Monday through Friday. You can also email us at customerservice@homebrewit.com.

While we do not take cyber security threats lightly, being a small family owned business has always made us feel a bit insulated from this type of situation. Unfortunately, this incident has proven the opposite.

At Quality Wine & Ale Supply/HomeBrewIt.com, we take our responsibilities to protect your personal information very seriously. We are deeply disturbed by this situation and apologize for any inconvenience.

Sincerely,

BRYAN JOHNSON
Second Generation Owner and President

* Services marked with an "*" require an internet connection and e-mail account and may not be available to minors under the age of 18 years of age. Please note that when signing up for monitoring services, you may be asked to verify personal information for your own protection and in order to confirm your identity.

Additional Important Information

For residents of Hawaii, Michigan, Missouri, New Mexico, Virginia, Vermont, and North Carolina: It is recommended by state law that you remain vigilant for incidents of fraud and identity theft by reviewing credit card and other account statements and monitoring your credit report for unauthorized activity and/or errors.

For residents of Illinois, Iowa, Maryland, Missouri, New Mexico, North Carolina, Oregon, and West Virginia:

It is required by state laws to inform you that you may obtain a copy of your credit report, free of charge, whether or not you suspect any unauthorized activity on your account. You may obtain a free copy of your credit report by contacting any one or more of the following national consumer reporting agencies:

Equifax

P.O. Box 740241
Atlanta, GA 30374
1-800-685-1111
www.equifax.com

Experian

P.O. Box 22104
Allen, TX 75013
1-888-397-3742
www.experian.com

TransUnion

P.O. Box 2000
Chester, PA 19022
1-800-888-4213
www.transunion.com

You may also obtain a free copy of your credit report online at www.annualcreditreport.com, by calling toll-free 1-877-322-8228, or by mailing an Annual Credit Report Request Form (available at www.annualcreditreport.com) to: Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA, 30348-5281.

For residents of Iowa:

State law advises you to report any suspected identity theft to law enforcement or to the Attorney General.

For residents of New Mexico:

State laws requires you be informed of your rights under the Federal Fair Credit Reporting Act: (a) You must be told if information in your file has been used against you; (b) You have the right to know what is in your file; (c) You have the right to ask for a credit score; (d) You have the right to dispute incomplete or inaccurate information; (e) Consumer reporting agencies must correct or delete inaccurate, incomplete, or unverifiable information; (f) Consumer reporting agencies may not report outdated negative information; (g) Access to your file is limited; (h) You must give your consent for reports to be provided to employers; (i) You may limit "prescreened" offers of credit and insurance you get based on information in your credit report; (j) You may seek damages from violators; and (k) Identity theft victims and active duty military personnel have additional rights. A copy of these rights can be accessed via the Federal Trade Commission, at <https://www.consumer.ftc.gov/articles/pdf-0096-fair-credit-reporting-act.pdf>.

For residents of Oregon:

State laws advise you to report any suspected identity theft to law enforcement, including the Attorney General, as well as the Federal Trade Commission.

For residents of Maryland, North Carolina, and Illinois:

You can obtain information from the Maryland and North Carolina Offices of the Attorneys General and the Federal Trade Commission about fraud alerts, security freezes, and steps you can take toward preventing identity theft.

**Maryland Office of the
Attorney General**

Consumer Protection Division
200 St. Paul Place
Baltimore, MD 21202
1-888-743-0023
www.oag.state.md.us

**North Carolina Office of the
Attorney General**

Consumer Protection Division
9001 Mail Service Center
Raleigh, NC 27699-9001
1-877-566-7226
www.ncdoj.com

Federal Trade Commission

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

For residents of Massachusetts:

State law requires you be informed of your right to obtain a police report if you are a victim of identity theft.

For residents of Rhode Island:

State law requires you be informed of your right to obtain a police report if you are a victim of identity theft. Please contact your local police department for instructions on how to file a police report. State law also requires you be informed that consumer reporting agencies may charge you for placing a security freeze on your credit report.

For residents of all states:

Fraud Alerts: You can place fraud alerts with the three credit bureaus at one of the three major credit bureaus by phone and also via Experian's or Equifax's website. A fraud alert tells creditors to follow certain procedures, including contacting you, before they open any new accounts or change your existing accounts. For that reason, placing a fraud alert can protect you, but also may delay you when you seek to obtain credit. The contact information for all three credit bureaus is below:

Monitoring: You should always remain vigilant and monitor your accounts for suspicious or unusual activity.

Security Freeze: You also have the right to place a security freeze on your credit report. A security freeze is intended to prevent credit, loans and services from being approved in your name without your consent. To place a security freeze on your credit report, you need to make a request to each consumer reporting agency. You may make that request by certified mail, overnight mail, or regular stamped mail, or by following the instructions found at the websites listed below. The following information must be included when requesting a security freeze (note that if you are requesting a credit report for

your spouse, this information must be provided for him/her as well): (1) full name, with middle initial and any suffixes; (2) Social Security number; (3) date of birth; (4) current address and any previous addresses for the past five years; and (5) any applicable incident report or complaint with a law enforcement agency or the Registry of Motor Vehicles. The request must also include a copy of a government-issued identification card and a copy of a recent utility bill or bank or insurance statement. It is essential that each copy be legible, display your name and current mailing address, and the date of issue. The consumer reporting agency may charge a small fee to place, lift, or remove a freeze, but is free if you are a victim of identity theft or the spouse of a victim of identity theft, and you have submitted a valid police report relating to the identity theft incident to the consumer reporting agency. You may obtain a security freeze by contacting any one or more of the following national consumer reporting agencies:

Equifax Security Freeze

P.O. Box 105788

Atlanta, GA 30348

https://www.freeze.equifax.com/Freeze/jsp/SFF_PersonalIDInfo.jsp

Experian Security Freeze

P.O. Box 9554

Allen, TX 75013

<https://www.experian.com/freeze/center.html>

TransUnion (FVAD)

P.O. Box 2000

Chester, PA 19016

<https://freeze.transunion.com>

More information can also be obtained by contacting the Federal Trade Commission listed above.