

2017.03.22 AM 9:32

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March 21, 2017

VIA OVERNIGHT MAIL

Joseph Foster
Office of the Attorney General
33 Capitol St
Concord, NH 03301

RE: Incident Notification

Dear Attorney General Foster:

We are writing on behalf of our client, Bulletproof 360, Inc. ("Bulletproof"), to notify you of a security incident involving New Hampshire residents.

After noticing unusual activity relating to customer online transactions, Bulletproof began an immediate investigation of its website and took prompt action to address and stop the unauthorized activity. Bulletproof also engaged a leading computer security firm to examine its systems for any signs of an issue, and notified law enforcement. On February 23, 2017, Bulletproof's investigation determined that an unknown third party had compromised its e-commerce system, potentially affecting customer payment card information. The information compromised by the incident may have included name, payment card number, expiration date, and CVV number from payment cards used for online transactions on Bulletproof's e-commerce website from October 26, 2016 to January 31, 2017.

On March 21, 2017, Bulletproof provided written notification via U.S. Mail, to about 120 New Hampshire residents in accordance with N.H. Rev. Stat. Ann. § 359-C:20 in substantially the same form as the letter attached hereto.¹ Notice is being provided as expeditiously as practicable and without unreasonable delay. Bulletproof has also established a dedicated call center to assist individuals with any questions they may have.

To try to prevent a similar incident from happening in the future, Bulletproof is taking steps to remediate this issue, including working with a computer security firm to review and enhance its systems.

¹ This report is not, and does not constitute, a waiver of the Bulletproof's objection that New Hampshire lacks personal jurisdiction over Bulletproof regarding any claims related to the data security incident.

Atlanta Chicago Cincinnati Cleveland Columbus Costa Mesa Denver
Houston Los Angeles New York Orlando Philadelphia Seattle Washington, DC

Attorney General
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Please do not hesitate to contact me if you have any questions regarding this matter

Sincerely,

A handwritten signature in black ink, appearing to be 'Erich M. Falke', with a stylized, overlapping structure.

Erich M. Falke

EMF/kaf
Enclosures



STATE OF WA
DEPT OF JUSTICE
2017 MAR 21 9:32

1750 112th Ave NE
Suite C-242
Bellevue, WA 98004
Bulletproof.com

Sample Customer
123 Street Apt 2
Somewhere, SS 12345-6789

March 21, 2017

Dear Sample Customer:

At Bulletproof 360, Inc. ("Bulletproof"), we understand the importance of protecting the security of your payment card information. Regrettably, this notice is to inform you about an incident involving some of your information.

After noticing unusual activity relating to customer online transactions, we began an immediate investigation of our website and took prompt action to address and stop the unauthorized activity. We also engaged a leading computer security firm to examine our systems for any signs of an issue, and notified law enforcement. On February 23, 2017, our investigation determined that an unknown third party had compromised our e-commerce system, potentially affecting customer payment card information. The information compromised by the incident may have included your name, payment card number, expiration date, and CVV number from payment cards used for online transactions on Bulletproof's e-commerce website from October 26, 2016 to January 31, 2017.

We are notifying you about this incident so you can take appropriate steps to protect your payment card account. Thus, we recommend that you remain vigilant by reviewing your credit card account statements for any unauthorized activity. You should immediately report any unauthorized charges to your financial institution because the major credit card companies have rules that restrict them from requiring you to pay for fraudulent charges that are reported in a timely manner. You should also review the additional information included with this letter on steps you can take to protect yourself.

If you incurred costs that your financial institution declined to reimburse related to fraudulent charges on a payment card you used for an online transaction with Bulletproof during the relevant time period, please contact us at the number below. We will reimburse you for any such reasonable, documented costs that your financial institution declined to pay.

We truly regret any inconvenience or concern this may have caused you. Your privacy and trust, and the protection of your personal data are matters we take very seriously. Please be assured that we have been working diligently with our computer security firm as part of our efforts to try to prevent a similar incident from happening in the future. If you have any questions, or you need further assistance, please call (844) 534-0816, Monday through Friday between the hours of 9 a.m. and 5 p.m. EST.

Thank you for your support and loyalty to Bulletproof.

Sincerely,

Anna Collins,
Chief Operating Officer

More Information About Ways to Protect Yourself

We recommend that you remain vigilant for incidents of fraud or identity theft by reviewing your account statements and free credit reports for any unauthorized activity. You may obtain a copy of your credit report, free of charge, once every 12 months from each of the three nationwide credit reporting companies. To order your annual free credit report please visit www.annualcreditreport.com or call toll free at 1-877-322-8228. Contact information for the three nationwide credit reporting companies is as follows:

Equifax, PO Box 740256, Atlanta, GA 30374, www.equifax.com, 1-800-525-6285
Experian, PO Box 9554, Allen, TX 75013, www.experian.com, 1-888-397-3742
TransUnion, PO Box 2000, Chester, PA 19016, www.transunion.com, 1-800-916-8800

If you believe you are the victim of identity theft or have reason to believe your personal information has been misused, you should immediately contact the Federal Trade Commission and/or the Attorney General's office in your state. You can obtain information from these sources about steps an individual can take to avoid identity theft as well as information about fraud alerts and security freezes. You should also contact your local law enforcement authorities and file a police report. Obtain a copy of the police report in case you are asked to provide copies to creditors to correct your records. Contact information for the Federal Trade Commission is as follows:

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