

NOV 22 2019

CONSUMER PROTECTION

November 18, 2019

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

**Re: Incident Notification**

Dear Attorney General MacDonald,

We are writing on behalf of our client, C.C. Filson Co. ("Filson"), to notify you of a data breach involving a New Hampshire resident that may affect their identity and/or credit card information.

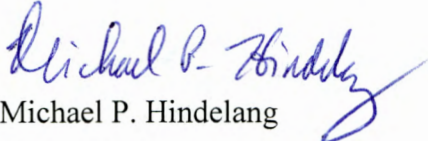
On September 18, 2019, Filson experienced a security breach when a phishing email was sent to the wholesale orders mailbox. Subsequently, there was access by an external login to the Filson network. The final forensic evaluation that confirmed that the information of one resident of New Hampshire was involved in the breach was concluded on October 10, 2019.

Filson is mailing a notification letter to the New Hampshire resident on November 18, 2019 (attached), and is providing a toll-free telephone number for the resident to call with any questions. Filson takes the security of its customers' personal information seriously and has implemented additional training for its employees and modified existing processes to address the risk of future risk of external logins to its network.

Please reach out to me with any questions you may have regarding this incident.

Very truly yours,

HONIGMAN LLP

  
Michael P. Hindelang

# FILSON

SINCE 1897

C.C. Filson Co.  
1741 1st. Avenue S.  
Seattle, WA 98134

November 14, 2019



F0561-L01-0000001  
SAMPLE A SAMPLE - ALL STATES WITHOUT  
COMPANY XYZ  
SUITE 123  
123 ANY ST  
ANYTOWN, US 12345-6789

## NOTICE OF DATA BREACH

Dear Sample A Sample:

The privacy of your personal information is important to us, which is why, as a precautionary measure, we are writing to let you know that we have experienced a data security incident that involves your personal information.

### WHAT HAPPENED

On September 18, 2019, Filson experienced a security breach when a phishing email was sent to the wholesale orders mailbox. Subsequently, there was access by an external login to the Filson network.

### WHAT INFORMATION WAS INVOLVED

The personal information accessed may have included your first and last name, mailing address, email address, phone number, work address, work phone number, credit card number, expiration date, and CVV code.

### WHAT WE ARE DOING

Filson deeply regrets that this incident occurred. We have thoroughly reviewed the wholesale ordering email address and are notifying you that your personal information has been compromised. We have notified your credit card company of this breach and have taken measures to secure our network against future attacks.

### WHAT YOU CAN DO

Please review the attachment to this letter (Steps You Can Take to Further Protect Your Information) for further information on steps you can take to protect your information. Additionally, you should remain vigilant in monitoring your accounts and promptly change your password(s), security question answer(s) or take any other steps to protect all online accounts that use the same username and email address, or security question and answer.

### FOR MORE INFORMATION

For further information and assistance, please contact Filson at 855-414-6049 between the hours of 9:00 AM and 5:00 PM PST daily.

Sincerely,

*Lisa Gold*  
General Counsel

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F0561-L01

## Steps You Can Take to Further Protect Your Information

- **Review Account Statements and Report Suspicious Activity:** Examine your account statements and credit reports for suspicious activity, and promptly notify the financial institution or company with which the account is maintained, and/or your local law enforcement agency if you detect suspicious activity.

You also should promptly report any fraudulent activity or any suspected identity theft to proper law enforcement authorities, including your state attorney general and the Federal Trade Commission (FTC). To file a complaint with the FTC, go to [IdentityTheft.gov](http://IdentityTheft.gov) or call 1-877-ID-THEFT (877-438-4338). For more information, visit <https://www.ftc.gov> or contact the FTC at 600 Pennsylvania Avenue, NW, Washington, DC 20580.

- **Obtain and Monitor Credit Report:** A free copy of your credit report is available from each of the three major credit reporting agencies once every 12 months. Obtain your credit report by visiting <http://www.annualcreditreport.com>, calling toll-free 877-322-8228, or by completing an Annual Credit Report Request Form and mailing it to Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348. You can access the request form at <https://www.annualcreditreport.com/requestReport/requestForm.action>.

You can elect to purchase a copy of your credit report or receive more information by contacting one of the three national credit reporting agencies listed below:

Equifax  
(866) 349-5191  
[www.equifax.com](http://www.equifax.com)  
P.O. Box 740241  
Atlanta, GA 30374

Experian  
(888) 397-3742  
[www.experian.com](http://www.experian.com)  
P.O. Box 4500  
Allen, TX 75013

TransUnion  
(800) 888-4213  
[www.transunion.com](http://www.transunion.com)  
2 Baldwin Place  
P.O. Box 1000  
Chester, PA 19016

- **Consider Placing a Fraud Alert on Credit Report:** A fraud alert informs creditors of possible fraudulent activity within your report and requests that the creditor contact you prior to establishing any accounts in your name. The initial alert is free and will stay on your credit file for at least 90 days. Contact any of the three credit reporting agencies identified above to place a fraud alert on your credit report. For more information, visit <http://www.annualcreditreport.com> or contact the FTC or the credit reporting agencies listed above.
- **Consider Placing a Security Freeze on Credit File:** A security freeze (also known as a credit freeze) makes it harder for someone to open a new account in your name and prevents potential creditors from accessing your credit report without your consent.\* You must separately place a security freeze on your credit file with each credit reporting agency. To place a security freeze, you may be required to provide the consumer reporting agency with information that identifies you including your full name, Social Security number, date of birth, current and previous addresses, a copy of your state-issued identification card, and a recent utility bill, bank statement, or insurance statement. There is no charge to request a security freeze or to remove a security freeze. For more information, contact the FTC and/or the credit reporting agencies listed above.

\* Placing a security freeze on your account may not be available in all U.S. states. As placing a security freeze prevents potential creditors from accessing your credit report without your consent, using a security freeze may interfere with or delay your ability to apply for a new credit card, wireless phone, or any service that requires a credit check.