

**BakerHostetler**

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APR 30 2020

CONSUMER PROTECTION

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April 29, 2020

**VIA OVERNIGHT MAIL**

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

*Re: Security Incident Notification*

Dear Sir or Madam:

We are writing on behalf of our client, Capital Brands, LLC, (“Capital”), to notify your office of a security incident involving 11 New Hampshire residents.

Capital markets and distributes NutriBullet® branded products. On March 17, 2020, Capital’s information security team learned about possible unauthorized access to its online shopping site www.nutribullet.com. Capital immediately corrected the unauthorized access and began an investigation with the assistance of a leading computer security firm. The investigation revealed that an unauthorized user changed the website’s checkout page to collect certain customer information without authorization. The information collected could include order and payment card information, including names, addresses, payment card numbers, expiration dates, and card security codes for orders placed on the website with a credit or debit card between February 19, 2020 and March 17, 2020. It is possible that not all transactions during that time period were collected.

On April 29, 2020, notices were mailed to the New Hampshire residents in accordance with N.H. Rev. Stat. Ann. § 359-C:20 in substantially the same form as the enclosed letter. Capital also provided a telephone number for potentially affected individuals to call with any questions they may have about the incident. To help prevent something like this from happening in the future, Capital has further enhanced the security measures for its website. Capital is also working with the payment card networks to notify banks that issue payment cards.

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

April 29, 2020

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

Sincerely,

A handwritten signature in blue ink that reads "Andreas T. Kaltsounis". The signature is written in a cursive style with a clear, legible font.

Andreas T. Kaltsounis  
Partner

Enclosure

# nutribullet.

<<Date>> (Format: Month Day, Year)

<<first\_name>> <<middle\_name>> <<last\_name>> <<suffix>>  
<<address\_1>>  
<<address\_2>>  
<<city>>, <<state\_province>> <<postal\_code>>  
<<country >>

Dear <<first\_name>> <<middle\_name>> <<last\_name>> <<suffix>>,

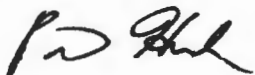
At NutriBullet we understand the importance of safeguarding our customers' personal information. We are writing to inform you of a security incident that may have involved some of your information. This notice explains the incident, measures we have taken, and some steps you can take in response.

On March 17, 2020, our information security team learned about possible unauthorized access to our online shopping site at [www.nutribullet.com](http://www.nutribullet.com). We immediately corrected the unauthorized access and engaged a digital threat management company to provide additional monitoring of the site. We also began an investigation with the assistance of a leading computer security firm. The investigation revealed that an unauthorized user changed our website's checkout page to collect certain customer information without authorization. The information collected could include order and payment card information, including name, address, payment card number, expiration date, and card security code for orders placed on our website with a credit or debit card between February 19, 2020 and March 17, 2020, although it is possible that not all transactions during that time period were collected. We are notifying you because you placed an order during that time period, and your information, including your name and <<b2b\_text\_1 (Brand)>> payment card information, may have been collected by the unauthorized user.

We encourage you to closely review your payment card statements for any unauthorized charges. Immediately report unauthorized charges to the bank that issued your card because payment card network rules generally provide that cardholders are not responsible for unauthorized charges that are timely reported. The phone number to call can usually be found on the back of the payment card. Information on additional steps you can take can be found on the following pages.

We apologize for any concern this incident may cause. We have corrected the unauthorized change to our site and, to help prevent a similar incident from occurring in the future, we have further enhanced the security measures for our website. We are also working with the payment card networks to notify banks that issue payment cards. If you have any questions, please call 1-???-???-????, Monday through Friday, from 9:00 a.m. to 6:30 p.m. Eastern Time.

Sincerely,



Peter Huh  
Chief Technology/Information Officer

NutriBullet® products are marketed and distributed by Capital Brands Distribution, LLC, 11601 Wilshire Boulevard, Los Angeles, CA 90025.

**Additional information for residents of:**

**Connecticut:** You may contact and obtain information from your state attorney general at: *Connecticut Attorney General's Office*, 165 Capitol Ave, Hartford, CT 06106, 1-860-808-5318, [www.ct.gov/ag](http://www.ct.gov/ag)

**District of Columbia:** You may contact and obtain information from your attorney general at: Office of the Attorney General for the District of Columbia, 441 4th Street, NW, Washington, DC 20001, 1-202-727-3400, [www.oag.dc.gov/](http://www.oag.dc.gov/)

**Maryland:** You may contact and obtain information from your state attorney general at: Maryland Attorney General's Office, 200 St. Paul Place, Baltimore, MD 21202, 1-888-743-0023 / 1-410-576-6300, [www.oag.state.md.us](http://www.oag.state.md.us)

**New York:** You may contact and obtain information from these state agencies: *New York Department of State Division of Consumer Protection*, One Commerce Plaza, 99 Washington Ave., Albany, NY 12231-0001, 518-474-8583 / 1-800-697-1220, <http://www.dos.ny.gov/consumerprotection>; and *New York State Office of the Attorney General*, The Capitol, Albany, NY 12224-0341, 1-800-771-7755, <https://ag.ny.gov>

**North Carolina:** You may contact and obtain information from your state attorney general at: North Carolina Attorney General's Office, 9001 Mail Service Centre, Raleigh, NC 27699, 1-919-716-6000 / 1-877-566-7226, [www.ncdoj.gov](http://www.ncdoj.gov)

**Rhode Island:** [This incident involves 7 individuals in Rhode Island](#). Under Rhode Island law, you have the right to file and obtain a copy of a police report. You also have the right to request a security freeze, as described above. You may contact and obtain information from your state attorney general at: Rhode Island Attorney General's Office, 150 South Main Street, Providence, RI 02903, 1-401-274-4400, [www.riag.ri.gov](http://www.riag.ri.gov)

**West Virginia:** You have the right to ask that nationwide consumer reporting agencies place "fraud alerts" in your file to let potential creditors and others know that you may be a victim of identity theft, as described above. You also have a right to place a security freeze on your credit report, as described above.

**A Summary of Your Rights Under the Fair Credit Reporting Act:** The federal Fair Credit Reporting Act (FCRA) promotes the accuracy, fairness, and privacy of information in the files of consumer reporting agencies. There are many types of consumer reporting agencies, including credit bureaus and specialty agencies (such as agencies that sell information about check writing histories, medical records, and rental history records). Your major rights under the FCRA are summarized below. For more information, including information about additional rights, go to [www.consumerfinance.gov/learnmore](http://www.consumerfinance.gov/learnmore) or write to: Consumer Financial Protection Bureau, 1700 G Street N.W., Washington, DC 20552.

- You must be told if information in your file has been used against you.
- You have the right to know what is in your file.
- You have the right to ask for a credit score.
- You have the right to dispute incomplete or inaccurate information.
- Consumer reporting agencies must correct or delete inaccurate, incomplete, or unverifiable information.
- Consumer reporting agencies may not report outdated negative information.
- Access to your file is limited.
- You must give your consent for reports to be provided to employers.
- You may limit "prescreened" offers of credit and insurance you get based on information in your credit report.
- You have a right to place a "security freeze" on your credit report, which will prohibit a consumer reporting agency from releasing information in your credit report without your express authorization.
- You may seek damages from violators.
- Identity theft victims and active duty military personnel have additional rights.