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CONSUMER PROTECTION

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September 16, 2022

VIA CERTIFIED MAIL
RETURN RECEIPT REQUESTED

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

Re: Notice of Chaney Electronics, Inc. Security Incident

To Whom it May Concern:

This firm represents Chaney Electronics, Inc., d/b/a The Electronic Goldmine ("Chaney"). Chaney is a retail business based in Scottsdale, Arizona.

In compliance with N.H. Rev. Stat. Ann. §§ 359-C:19 *et seq.*, Chaney is notifying the New Hampshire Attorney General regarding a data breach involving nineteen (19) New Hampshire residents.

The data breach stems from a data security incident at one of Chaney's third-party vendors, Freestyle Solutions, Inc. ("Freestyle"). Freestyle provides payment processing services for Chaney, as well as many other online retailers.

On August 26, 2022, Freestyle informed Chaney that the payment card information of individuals who used a card on Chaney's website between September 18, 2020 and February 3, 2022, may have been acquired by an unauthorized party. Freestyle has further advised Chaney that, in early February 2022, Freestyle was notified by another customer that malware had been identified on a server hosting that customer's website. Freestyle quickly commenced an investigation and identified and removed malware found on servers that hosted certain customers' e-commerce sites, including Chaney's site, www.goldmine-elec-products.com.

Further, Freestyle retained data security experts to conduct a thorough investigation of the incident's nature and scope and assist in Freestyle's containment and remediation efforts. As a result of that investigation, Freestyle determined that the malware was designed to capture

information entered into the checkout page, including first and last name, payment card number, expiration date, security code, billing address, gift certificate number, and transaction details. Freestyle also notified federal law enforcement authorities and has been coordinating with the payment card companies in an effort to protect affected cardholders.

Chaney is providing notice to New Hampshire residents so the residents have the information and tools necessary to help detect and prevent any potential misuse of their personal information. A copy of the notification sent to New Hampshire residents is attached.

If you have any questions regarding this notification, please contact me at (602) 382-6555 or at jmelendres@swlaw.com.

Very truly yours,

Snell & Wilmer

James P. Melendres

Enclosure

CHANEY
ELECTRONICS, INC.
dba The Electronic Goldmine

<<MemberFirstName>> <<MemberLastName>>
<<Address1>>
<<Address2>>
<<City>>, <<State>> <<Zip Code>>

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

Notice of Data Security Incident

Dear <<MemberFirstName>> <<MemberLastName>>,

Chaney Electronics, Inc., d/b/a The Electronic Goldmine ("Chaney") has become aware of a data security issue involving the presence of malware on the servers of one of its third-party vendors, Freestyle Solutions, Inc. ("Freestyle"). Freestyle provides the shopping cart and payment processing functionality for various companies' e-commerce sites, including Chaney's site. Freestyle has confirmed that the malware was removed and additional steps were taken to block the unauthorized activity.

We are reaching out as our customers are a top priority, and we take the protection of your information very seriously. Below is additional information about what happened, what Freestyle did in response, and what steps you can take to further protect your information.

On August 26, 2022, Freestyle informed Chaney that the payment card information of individuals who used a card on Chaney's website between September 18, 2020 and February 3, 2022 may have been acquired by an unauthorized party. Freestyle has further advised Chaney that, in early February 2022, Freestyle was notified by another customer that malware had been identified on a server hosting that customer's website. Freestyle quickly commenced an investigation and identified and removed malware found on servers that hosted certain customers' e-commerce sites, including Chaney's site, www.goldmine-elec-products.com.

Freestyle retained data security experts to conduct a thorough investigation of the incident's nature and scope and assist in Freestyle's containment and remediation efforts.

The malware was designed to capture information entered into the checkout page, including first and last name, payment card number, expiration date, security code, billing address, gift certificate number (if applicable), and transaction details (such as product type, price and quantity).

As indicated above, after becoming aware of the issue, Freestyle took immediate steps to identify and remove the malware and block further unauthorized activity. Freestyle promptly launched an extensive investigation with the assistance of data security experts to determine the timeframes of exposure for each of Freestyle's affected customers and to identify impacted cardholders. Freestyle also notified federal law enforcement authorities and has been coordinating with the payment card companies in an effort to protect affected cardholders.

To help relieve concerns and restore confidence following this incident, we have secured the services of Kroll to provide identity monitoring at no cost to you for one (1) year. Kroll is a global leader in risk mitigation and response, and their team has extensive experience helping people who have sustained an unintentional exposure of confidential data. Your identity monitoring services include Credit Monitoring, Fraud Consultation, and Identity Theft Restoration.

Visit **<<IDMonitoringURL>>** to activate and take advantage of your identity monitoring services.
You have until ***<<Date>>*** *to activate your identity monitoring services.*
Membership Number: **<<Member ID>>**

Additional information describing your services is included with this letter.

Please review the enclosed "Additional Resources" section included with this letter. This section describes additional steps you can take to help protect yourself, including recommendations by the Federal Trade Commission regarding identity theft protection and details on how to place a fraud alert or a security freeze on your credit file.

We encourage you to remain vigilant by reviewing your account statements. If you believe there is an unauthorized charge on your card, please contact your financial institution or card issuer immediately. The payment card brands' policies provide that cardholders have zero liability for unauthorized charges that are reported in a timely manner. Please contact your card brand or issuing bank for more information about the policy that applies to you.

If you have questions, please call 1-???-???-????, Monday through Friday from 8:00 a.m. to 5:30 p.m. Central Time. Please have your membership number ready.

Protecting your information is important to us. We trust that the services we are offering to you demonstrate our continued commitment to your security and satisfaction.

Sincerely,

Chaney Electronics, Inc.
9322 N. 94th Way, Suite 104
Scottsdale, AZ 85258

ADDITIONAL RESOURCES

Contact information for the three nationwide credit reporting agencies:

Equifax, PO Box 740241, Atlanta, GA 30374, www.equifax.com, 1-800-685-1111

Experian, PO Box 2104, Allen, TX 75013, www.experian.com, 1-888-397-3742

TransUnion, PO Box 2000, Chester, PA 19016, www.transunion.com, 1-800-888-4213

Free Credit Report. It is recommended that you remain vigilant by reviewing account statements and monitoring your credit report for unauthorized activity, especially activity that may indicate fraud and identity theft. You may obtain a copy of your credit report, free of charge, once every 12 months from each of the three nationwide credit reporting agencies.

To order your annual free credit report please visit **www.annualcreditreport.com** or call toll free at **1-877-322-8228**.

You can also order your annual free credit report by mailing a completed Annual Credit Report Request Form (available from the U.S. Federal Trade Commission's ("FTC") website at www.consumer.ftc.gov) to:

Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348-5281.

For Colorado, Georgia, Maine, Maryland, Massachusetts, New Jersey, Puerto Rico, and Vermont residents: You may obtain one or more (depending on the state) additional copies of your credit report, free of charge. You must contact each of the credit reporting agencies directly to obtain such additional report(s).

Fraud Alerts. There are two types of fraud alerts you can place on your credit report to put your creditors on notice that you may be a victim of fraud—an initial alert and an extended alert. You may ask that an initial fraud alert be placed on your credit report if you suspect you have been, or are about to be, a victim of identity theft. An initial fraud alert stays on your credit report for at least one year. You may have an extended alert placed on your credit report if you have already been a victim of identity theft and you have the appropriate documentary proof. An extended fraud alert stays on your credit report for seven years. You can place a fraud alert on your credit report by contacting any of the three national credit reporting agencies.

Security Freeze. You have the ability to place a security freeze, also known as a credit freeze, on your credit report free of charge.

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 may use an online process, an automated telephone line, or submit a written request to any of the three credit reporting agencies listed above. 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 5 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, and display your name, current mailing address, and the date of issue.

Federal Trade Commission and State Attorneys General Offices. 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 home state. You may also contact these agencies for information on how to prevent or minimize the risks of identity theft.

You may contact the **Federal Trade Commission**, Consumer Response Center, 600 Pennsylvania Avenue, NW, Washington, DC 20580, www.ftc.gov/bcp/edu/microsites/idtheft/, 1-877-IDTHEFT (438-4338).

For Maryland residents: You may contact the Maryland Office of the Attorney General, Consumer Protection Division, 200 St. Paul Place, Baltimore, MD 21202, www.oag.state.md.us, 1-888-743-0023.

For North Carolina residents: You may contact the North Carolina Office of the Attorney General, Consumer Protection Division, 9001 Mail Service Center, Raleigh, NC 27699-9001, www.ncdoj.gov, 1-877-566-7226.

For New York residents: The Attorney General may be contacted at: Office of the Attorney General, The Capitol, Albany, NY 12224-0341; 1-800-771-7755; https://ag.ny.gov/.

For Connecticut residents: You may contact the Connecticut Office of the Attorney General, 165 Capitol Avenue, Hartford, CT 06106, 1-860-808-5318, www.ct.gov/ag.

For Massachusetts residents: You may contact the Office of the Massachusetts Attorney General, 1 Ashburton Place, Boston, MA 02108, 1-617-727-8400, www.mass.gov/ago/contact-us.html

Reporting of identity theft and obtaining a police report.

For Iowa residents: You are advised to report any suspected identity theft to law enforcement or to the Iowa Attorney General.

For Massachusetts residents: You have the right to obtain a police report if you are a victim of identity theft.

For Oregon residents: You are advised to report any suspected identity theft to law enforcement, the Federal Trade Commission, and the Oregon Attorney General.

KROLL

TAKE ADVANTAGE OF YOUR IDENTITY MONITORING SERVICES

You have been provided with access to the following services from Kroll:

Single Bureau Credit Monitoring

You will receive alerts when there are changes to your credit data—for instance, when a new line of credit is applied for in your name. If you do not recognize the activity, you'll have the option to call a Kroll fraud specialist, who will be able to help you determine if it is an indicator of identity theft.

Fraud Consultation

You have unlimited access to consultation with a Kroll fraud specialist. Support includes showing you the most effective ways to protect your identity, explaining your rights and protections under the law, assistance with fraud alerts, and interpreting how personal information is accessed and used, including investigating suspicious activity that could be tied to an identity theft event.

Identity Theft Restoration

If you become a victim of identity theft, an experienced Kroll licensed investigator will work on your behalf to resolve related issues. You will have access to a dedicated investigator who understands your issues and can do most of the work for you. Your investigator will be able to dig deep to uncover the scope of the identity theft, and then work to resolve it.

Kroll's activation website is only compatible with the current version or one version earlier of Chrome, Firefox, Safari and Edge.
To receive credit services, you must be over the age of 18 and have established credit in the U.S., have a Social Security number in your