



LEWIS BRISBOIS BISGAARD & SMITH LLP

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March 7, 2018

VIA ELECTRONIC SUBMISSION

Joseph Foster, Attorney General
Consumer Protection and Antitrust Bureau
Office of the Attorney General
33 Capitol Street
Concord, New Hampshire 03301
E-Mail: DOJ-CPB@doj.nh.gov

Re: Notification of Data Security Incident

Dear Attorney General Foster:

I represent Chopra Enterprises, LLC (“Chopra”) located in Carlsbad, California. This letter is being sent pursuant to N.H. Rev. Stat. §§ 359-C:19, C:20, and C:21 because Chopra learned on January 2, 2018 that the personal information of two (2) New Hampshire residents may have been involved in a data security incident. The impacted information may have included names, credit card numbers, credit card expiration dates, and credit card security codes.

On January 2, 2018, the Department of Homeland Security (“DHS”) informed Chopra of a data security incident affecting payment card information belonging to its customers. Upon learning of this incident, Chopra took immediate steps to increase the security of this information. Chopra also launched an investigation and engaged a digital forensics firm to determine what happened and whether customer payment card information was accessed without authorization. On February 22, 2018, Chopra identified the individuals whose information was potentially affected by the incident.

Out of an abundance of caution, Chopra notified the affected New Hampshire residents of this incident on March 6, 2018 with the attached letter. Please contact me if you have any questions.

Sincerely,

A handwritten signature in blue ink that reads 'Sean B. Hoar'.

SEAN B. HOAR of
LEWIS BRISBOIS BISGAARD & SMITH LLP



<<Date>>

<<First Name>> <<Last Name>>

<<Address1>>

<<Address2>>

<<City>>, <<State>> <<Zip Code>>

Subject: Notice of Data Breach

Dear <<First Name>> <<Last Name>>:

I am writing to inform you of a data security incident that may have affected your personal information. At Chopra Enterprises, LLC ("Chopra"), we take the privacy and security of your personal information very seriously and regret any concern that this incident may cause you. That is why we are contacting you and informing you about steps that can be taken to protect your personal information.

What Happened? On January 2, 2018, the Department of Homeland Security ("DHS") informed Chopra that it may have experienced a data security incident affecting customer payment card information. Upon learning of the incident, Chopra took immediate steps to increase the security of this information. Chopra also launched an investigation and engaged a digital forensics firm to determine what happened and whether customer payment card information was accessed without authorization. The preliminary findings of the digital forensics investigation confirmed that your payment card information may have been acquired without authorization. This letter serves to inform you of the data security incident and share with you measures you can take to protect your personal information.

What Information Was Involved? Payment cards used by customers on Chopra's e-commerce website may have been involved in this data security incident. The affected payment card information may have included names, card numbers, expiration dates, and security codes.

What Are We Doing? As soon as Chopra discovered the incident, we took the steps described above. We will also provide whatever cooperation is necessary for the DHS to hold the perpetrators accountable. We are also providing you with information about steps you can take to protect your personal information. Finally, we have also taken steps to enhance the security of Chopra customer information to prevent similar incidents from occurring in the future.

What You Can Do: You can follow the recommendations on the following page to protect your personal information.

For More Information: Further information about how to protect your personal information appears on the following page. If you have questions please call (toll free number).

Please accept our sincere apologies and know that we deeply regret any worry or inconvenience that this may cause you.

Sincerely,

<<Insert Signature>>

Sara Harvey
Chief Operating Officer
Chopra Enterprises, LLC

STEPS YOU CAN TAKE TO FURTHER PROTECT YOUR INFORMATION

Review Your Account Statements and Notify Law Enforcement of Suspicious Activity: As a precautionary measure, we recommend that you remain vigilant and review your account statements and credit reports closely. If you detect any suspicious activity on an account, you should promptly notify the financial institution or company with which the account is maintained. You should also promptly report any fraudulent activity or any suspected incidence of identity theft to proper law enforcement authorities, your state attorney general, and/or the Federal Trade Commission (the “FTC”).

Copy of Credit Report: You may obtain a free copy of your credit report from each of the three major credit reporting agencies once every 12 months 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 also contact one of the following three national credit reporting agencies:

Equifax P.O. Box 105851 Atlanta, GA 30348 1-800-525-6285 www.equifax.com	Experian P.O. Box 9532 Allen, TX 75013 1-888-397-3742 www.experian.com	TransUnion P.O. Box 1000 Chester, PA 19016 1-877-322-8228 www.transunion.com	Free Annual Report P.O. Box 105281 Atlanta, GA 30348 1-877-322-8228 www.annualcreditreport.com
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Fraud Alert: You may want to consider placing a fraud alert on your credit report. An initial fraud alert is free and will stay on your credit file for at least 90 days. The 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. To place a fraud alert on your credit report, contact any of the three credit reporting agencies identified above. Additional information is available at <http://www.annualcreditreport.com>.

Security Freeze: In some U.S. states, you have the right to put a security freeze on your credit file. This will prevent new credit from being opened in your name without the use of a PIN number that is issued to you when you initiate the freeze. A security freeze is designed to prevent potential creditors from accessing your credit report without your consent. As a result, using a security freeze may interfere with or delay your ability to obtain credit. You must separately place a security freeze on your credit file with each credit reporting agency. If you request a security freeze from a consumer reporting agency there may be a fee up to \$10 to place, lift or remove the security freeze. In order 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.

Additional Free Resources: You can obtain information from the consumer reporting agencies, the FTC or from your respective state Attorney General about steps you can take toward preventing identity theft. You may report suspected identity theft to local law enforcement, including to the FTC or to the Attorney General in your state. Residents of Maryland, North Carolina, and Rhode Island can obtain more information from their Attorneys General using the contact information below.

Federal Trade Commission 600 Pennsylvania Ave, NW Washington, DC 20580 consumer.ftc.gov, and www.ftc.gov/idtheft 1-877-438-4338	Maryland Attorney General 200 St. Paul Place Baltimore, MD 21202 oag.state.md.us 1-888-743-0023	North Carolina Attorney General 9001 Mail Service Center Raleigh, NC 27699 ncdoj.gov 1-877-566-7226	Rhode Island Attorney General 150 South Main Street Providence, RI 02903 http://www.riag.ri.gov 401-274-4400
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You also have certain rights under the Fair Credit Reporting Act (FCRA): These rights include knowing what is in your file; disputing incomplete or inaccurate information; and requiring consumer reporting agencies correct or delete inaccurate, incomplete, or unverifiable information. For more information about the FCRA, please visit <https://www.consumer.ftc.gov/articles/pdf-0096-fair-credit-reporting-act.pdf>.