

STATE OF NH  
DEPT OF JUSTICE  
2019 DEC 13 PM 12:39

Suite 2800, 1100 Peachtree Street NE  
Atlanta, GA 30309-4528  
t 404 815 6500 f 404 815 6555

December 9, 2019

By U.S. Mail

direct dial 404 685 6713  
direct fax 404 541 3205  
VZeltser@kilpatricktownsend.com

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

Re: Notice of Breach of Security

Dear Attorney General MacDonald:

We represent CJGO Fulfillment, Inc. DBA CoffeeAM, which recently suffered a suspected breach of security of data on its website affecting 121 New Hampshire residents. Enclosed please find a sample notice to be sent to affected residents. Notices are scheduled to be mailed on December 9, 2019.

Please contact the undersigned at the above address, telephone number, or e-mail should you require any additional information regarding this incident.

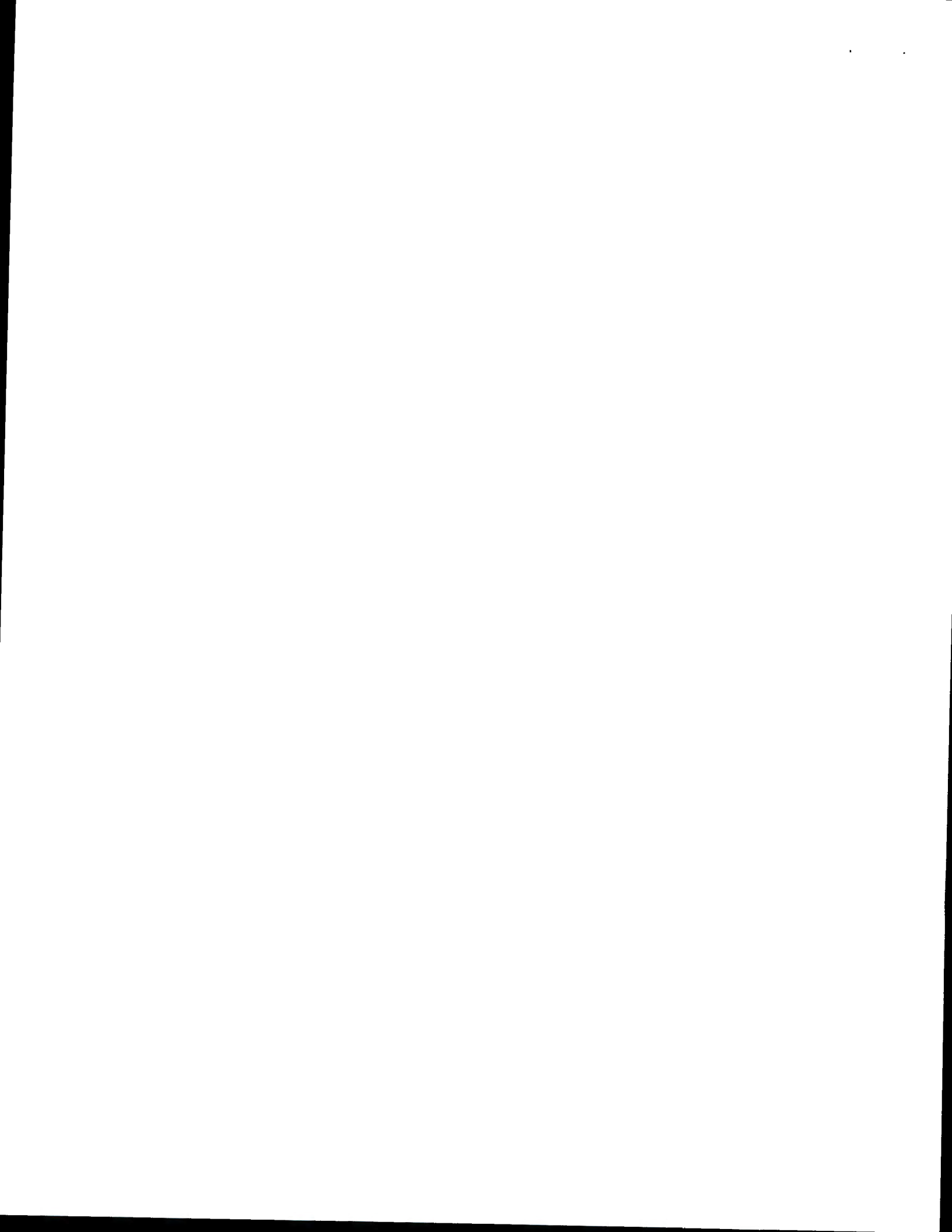
Best regards,



Vita E. Zeltser

Enclosure

cc: Mr. Andrew Cory, CJGO Fulfillment, Inc.



CJGO Fulfillment, Inc. DBA CoffeeAM  
C/O ID Experts  
PO Box 4219  
Everett WA 98204

To Enroll, Please Call:  
(833) 918-2056  
Or Visit:  
<https://app.myidcare.com/account-creation/protect>  
Enrollment Code: <<XXXXXXXXXX>>

ENDORSE  
  
NAME  
ADDRESS1  
ADDRESS2  
CSZ  
COUNTRY  
SEQ  
CODE 2D  
Ver 1AS  
BREAK

December 9, 2019

Dear <<First Name>> <<Last Name>>,

We are contacting you regarding a data security incident that we suspect occurred earlier this year at CJGO Fulfillment, Inc. DBA CoffeeAM. We have no direct evidence that any of your data was compromised, and are providing this notice to you out of an abundance of caution.

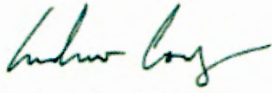
In October of this year we identified and eliminated a malicious script on the checkout page of our website. The script was added to our website by an unauthorized third party, and went undetected despite our use of industry-standard malware scanning and anti-virus technology. We began investigating this incident immediately after suspecting a problem, and worked diligently to resolve it. We were able to locate and eliminate the unauthorized script and have fully restored our systems. We suspect that the malicious script may have been present on our website between January 16, 2019 and October 2, 2019, and may have compromised the data captured on the checkout page of our website, including names, addresses, email addresses, CoffeeAM account passwords, and payment card information, including the payment card numbers, expiration dates, and card verification numbers of persons who placed orders on our site within this date range. The relevant payment card brands (Visa, MasterCard, American Express, and Discover) are aware of this incident. We have taken every step necessary to address and resolve the incident, and our systems have been restored and are operating with heightened system security. Additionally, we have taken steps designed to prevent this type of incident from recurring, including implementing heightened security in our checkout process. This notification was not delayed by a law enforcement investigation.

Please review the enclosed Recommended Steps to Help Protect Your Information for steps you can take to identify and prevent identity theft. In addition, we are offering identity theft protection services through ID Experts®, the data breach and recovery services expert, to provide you with MyIDCare™. MyIDCare services include: 12 months of credit and CyberScan monitoring, a \$1,000,000 insurance reimbursement policy, and fully managed id theft recovery services. With this protection, MyIDCare will help you resolve issues if your identity is compromised.

We encourage you to contact ID Experts with any questions about this incident and to enroll in free MYIDCare services by calling (833) 918-2056 or going to <https://app.myidcare.com/account-creation/protect> and using the Enrollment Code provided above. MyIDCare experts are available Monday through Friday 9 AM – 9 PM Eastern Time. The deadline to enroll is March 9, 2020. You will find detailed instructions for enrollment on the enclosed Recommended Steps document. You will need to reference the enrollment code at the top of this letter when calling or enrolling online, so please do not discard this letter. You can also contact us directly at 1-800-803-7774 should you have other questions or concerns.

We take the protection of your personal information seriously and sincerely apologize for this incident and regret any inconvenience or concern this may have caused.

Sincerely,

A handwritten signature in blue ink, appearing to read "Andrew Cory".

Andrew Cory, President  
CJGO Fulfillment, Inc. DBA CoffeeAM  
12230 Cumming Highway, Canton, GA 30115

Enclosure



## Recommended Steps to Help Protect Your Information

- 1. Activate Credit Monitoring.** Credit monitoring is provided as part of your MyIDCare membership. The monitoring included in the membership must be activated to be effective. Note: you must have established credit to use this service.
- 2. Telephone Assistance.** Contact MyIDCare at (833) 918-2056 for additional information about this incident, including what types of information we maintain about you or others in general, and to speak with knowledgeable representatives about the appropriate steps to take to protect your credit identity.
- 3. Change Passwords.** Since your email address and password may have been exposed, we recommend that you promptly change your password, and take other steps appropriate to protect all online accounts for which you use the same user name or email address and password as on our CoffeeAM account.
- 4. Review Account Statements and Credit Reports.** We recommend that you regularly review statements from your credit card accounts and other accounts and periodically obtain your credit reports from the national consumer credit reporting agencies. You may obtain a free copy of your credit report online at [www.annualcreditreport.com](http://www.annualcreditreport.com), by calling toll-free 1-877-322-8228, or by mailing an Annual Credit Report Request Form (available at [www.annualcreditreport.com](http://www.annualcreditreport.com)) to: Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA, 30348-5281. You may also purchase a copy of your credit report by contacting one or more of the three national consumer credit reporting agencies listed below:

**Equifax**, P.O. Box 740241, Atlanta, GA 30374, 1-800-685-1111, [www.equifax.com](http://www.equifax.com)

**Experian**, P.O. Box 2002, Allen, TX 75013, 1-888-397-3742, [www.experian.com](http://www.experian.com)

**TransUnion**, P.O. Box 1000, Chester, PA 19016, 1-800-916-8800, [www.transunion.com](http://www.transunion.com)

When you receive your credit reports from the above consumer credit reporting agencies, review them carefully. Look for accounts or creditor inquiries that you did not initiate or do not recognize. Look for information such as a home address or Social Security Number that is not accurate. If you see anything you do not understand, call the consumer credit reporting agency at the telephone number on the report. If you discover any suspicious items and have enrolled in MyIDCare, notify MyIDCare immediately by calling or by logging into the MyIDCare website and filing a request for help. If you file a request for help or report suspicious activity, you will be contacted by a member of the ID Care team who will help you determine the cause of the suspicious items. In the unlikely event that you fall victim to identity theft as a consequence of this incident, you will be assigned an ID Care Specialist who will work on your behalf to identify, stop and reverse the damage quickly.

We recommend you remain vigilant in reviewing your account statements and monitoring your free credit reports to detect errors which may result from this incident and for instances of fraud and identity theft, and promptly report any fraud, suspicious activity or suspected identity theft to your credit card company/bank, the proper law enforcement authorities, including local law enforcement, your state's Attorney General and/or the Federal Trade Commission ("FTC"). You may contact the FTC and your state's regulatory authority to obtain additional information about the steps you can take to avoid identity theft. To contact the FTC, write to the Federal Trade Commission, 600 Pennsylvania Avenue, NW, Washington, DC 20580, call 1-877-IDTHEFT (438-4338), or visit their website, [www.ftc.gov/idtheft](http://www.ftc.gov/idtheft).

**For Maryland residents:** You may also obtain information about preventing and avoiding identity theft from the Maryland Office of the Attorney General: Maryland Office of the Attorney General, Consumer Protection Division, 200 St. Paul Place, Baltimore, MD 21202, 1-888-743-0023, [www.oag.state.md.us](http://www.oag.state.md.us).

**For Massachusetts residents:** You may also obtain information about preventing and avoiding identity theft from the Massachusetts Office of Consumer Affairs and Business Regulation, Ten Park Plaza, Suite 5170, Boston, MA 02116, Phone: (617) 973-8700, Fax: (617) 973-8799, Consumer Hotline: (617) 973-8787 or 888-283-3757 toll free (MA only), [mass.gov/consumer](http://mass.gov/consumer). You have the right to obtain a police report in connection with this incident.

**For North Carolina residents:** You may also obtain information about preventing and avoiding identity theft from the North Carolina Attorney General's Office, Consumer Protection Division, 9001 Mail Service Center, Raleigh, NC 27699-9001, 1-877-5-NO-SCAM, [www.ncdoj.gov](http://www.ncdoj.gov).

**For Oregon residents:** You may report suspected identity theft to law enforcement, including the FTC and the Oregon Attorney General at: Oregon Department of Justice, 1162 Court Street NE, Salem, OR 97301-4096, [www.doj.state.or.us/](http://www.doj.state.or.us/), Telephone: 877-877-9392.

**For Rhode Island residents:** You may also obtain information about preventing and avoiding identity theft from the Rhode Island Attorney General's Office, 150 South Main Street, Providence, RI 02903, 401-274-4400, <http://www.riag.ri.gov/>. You may file a police report in connection with this incident.

**5. Rights under the Fair Credit Reporting Act.** You may have certain rights under the federal Fair Credit Reporting Act. These rights include but are not limited to knowing what is in your credit file, disputing incomplete or inaccurate information; and requiring consumer reporting agencies to correct or delete inaccurate, incomplete, or unverifiable information. You may find additional information about the Fair Credit Reporting Act on the FTC website, [www.ftc.gov](http://www.ftc.gov), or by contacting the FTC at the address and phone number above.

**6. Place Fraud Alerts.** If you choose to place a fraud alert, we recommend you do this after activating your credit monitoring. There are two types of fraud alerts that 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 with the appropriate documentary proof if you have previously been a victim of identity theft. An extended fraud alert stays on your credit report for 7 years. You can place a fraud alert on your credit report by calling the toll-free fraud number of any of the three national consumer credit reporting agencies listed above. You can obtain additional information about fraud alerts from the consumer credit reporting agencies and the FTC at the contact information listed above. It is necessary to contact only one of the credit reporting agencies to place a fraud alert. As soon as one of the three credit reporting agencies confirms your fraud alert, they are required to notify the other major credit reporting agencies.

**7. Credit Freezes / Security Freezes.** You may have the right to put a credit freeze, also known as a security freeze, on your credit file by registering with each of the three consumer credit reporting agencies listed above. A credit freeze is a free tool that lets you restrict access to your credit report, which make it more difficult for identity thieves to open a new account in your name. Unlike a fraud alert, you must separately place a credit freeze on your credit file at each consumer credit reporting agency. After receiving your freeze request, each credit reporting agency will provide you with a unique PIN (personal identification number) or password which you will need to lift the freeze. A freeze remains in place until you ask the credit reporting agency to temporarily lift it or remove it altogether. It is free to lift the freeze and free to place it again when you're done accessing your credit. You can obtain additional information about credit freezes from the consumer credit reporting agencies and the FTC at the contact information listed above. To request a credit freeze, you will need to provide the following information (note, some requirements differ for each of the three credit reporting agencies): your full name, including middle initial and any suffix; current address; former address; telephone numbers; Social Security Number; and date of birth. Additionally, some credit reporting agencies may require your maiden name or other last name, and driver's license number, and specify that former addresses are required for the past two years. Credit reporting agencies may also request copies of supporting documents, such as those proving your identity, Social Security Number and address. These documents may include, for example, a copy of a government-issued identification card, such as a driver's license or state identification card, a copy of a utility bill or bank statement showing your address, and a copy of your Social Security card, pay stub with your Social Security Number, or IRS form W2 that includes your Social Security Number.