RECEIVED
FEB 18 2022
CONSUMER PROTECTION

CAMERON G. SHILLING
Direct Dial: 603.628.1351
Email: cameron.shilling@mclane.com
Admitted in NH and MA
900 Elm Street, P.O. Box 326
Manchester, NH 03105-0326
T 603.625.6464
F 603.625.5650

MCLANE
MIDDLETON

February 16, 2022

New Hampshire Office of the Attorney General
Consumer Protection Bureau
33 Capitol Street
Concord, NH 03302

Re: Data Security Incident

To whom it may concern,

McLane Middleton, P.A. represents Coastal Family Nutrition LLC ("CFN"), which has its principal place of business at 230 Lafayette Road, Building D, Suite 13, Portsmouth, New Hampshire 03801. We are writing to inform you about a data security breach at the Site that affects 319 individuals, including 290 minors, who are residents of the State of New Hampshire.

What Happened: In December 2021, CFN experienced a targeted cybersecurity incident involving malware on a CFN computer. The malware was active for about 20 minutes before it was noticed by a CFN employee and the computer was deactivated.

CFN immediately hired a forensic expert and cybersecurity attorney to investigate the incident and assist with this notification. The forensic expert determined that, while active, the malware scanned files on the computer as well as files on a connected OneDrive account. There was no evidence that any of that information was removed from CFN's device or account, only that it was scanned. Also, CFN has not received any ransom demand or other communication from the threat actors indicating that they possess any such information.

What Information Was Involved: While the amounts and types of information on the affected computer and OneDrive account varied for different individuals, such information included contact information, as well as information involving nutritional health services that CFN has provided to the affected individuals in the past.

What CFN Is Doing: On February 14, 2022, CFN notified all of its affected clients of the incident. An example of that notice is attached to the letter. We are also offering all individuals with complimentary credit and identity monitoring and restoration services through Experian's IdentityWorks.

In addition, CFN has implemented several additional measures to reduce the risk that this type of incident could reoccur. For example, CFN's network has been thoroughly scanned and cleaned by its forensic expert, and CFN is working with its forensic expert and cybersecurity attorney to implement advance threat detection and prevention software to provide additional safeguards for the information CFN handles, and identify other opportunities to enhance its cybersecurity.

Thank you for your attention to this matter. Please contact us if you have any questions or we can be of any assistance with this matter.

Very truly yours,

/s/ Cameron G. Shilling

Cameron G. Shilling

Enclosures

February 14, 2022

Parent or Guardian of NAME
ADDRESS 1
ADDRESS 2

Re: Data Security Incident

Dear Parent or Guardian of NAME,

We write to inform you about a data security incident experienced by Coastal Family Nutrition (CFN) (owned and operated by Karen Mountjoy) that involves you and the child in your care that has received nutritional health services from CFN. As a result, as described in further detail below, we encourage you to enroll the child in the credit and identity monitoring and restoration protection service referenced below.

What Happened: In December 2021, CFN experienced a targeted cybersecurity incident involving malware on a CFN computer. The malware was active for about 20 minutes before it was noticed by a CFN employee and the computer was deactivated.

CFN immediately hired a forensic expert and cybersecurity attorney to investigate the incident and assist with this notification. The forensic expert determined that, while active, the malware scanned files on the computer as well as files on a connected OneDrive account. There was no evidence that any of that information was removed from CFN's device or account, only that it was scanned. Also, CFN has not received any ransom demand or other communication from the threat actors indicating that they possess any such information. Nonetheless, because CFN values its relationships with its patients and parents, CFN is providing you with notice of this incident, and offering the child referenced above protection services.

What Information Was Involved: While the amounts and types of information on the affected computer and OneDrive account varied for different individuals, such information included contact information for you and the child referenced above, as well as information involving nutritional health services that CFN has provided to the child.

What You Should Do: To help protect your minor dependent's identity, we are offering complimentary access to Experian IdentityWorks^{SM} for 2 years.

If you believe there was fraudulent use of your minor dependent's information as a result of this incident and would like to discuss how you may be able to resolve those issues, please reach out to an Experian agent. If, after discussing your situation with an agent, it is determined that identity restoration support is needed then an Experian Identity Restoration agent is available to work with you to investigate and resolve each incident of fraud that occurred from the date of the incident (including, as appropriate, helping you with contacting credit grantors to dispute charges and close accounts; assisting you in placing a freeze on your credit file with the three major

credit bureaus; and assisting you with contacting government agencies to help restore your identity to its proper condition).

Please note that Identity Restoration is available to you for 2 years from the date of this letter and does not require any action on your part at this time. The Terms and Conditions for this offer are located at www.ExperianIDWorks.com/restoration.

While identity restoration assistance is immediately available to you, we also encourage you to activate the fraud detection tools available through Experian IdentityWorks as a complimentary 2 year membership. This product provides you with superior identity detection and resolution of identity theft. To start monitoring your minor dependent's personal information, please follow the steps below:

- Ensure that you **enroll by** June 30, 2022 (Your code will not work after this date.)
- **Visit** the Experian IdentityWorks website to enroll:
- Provide your **activation code**:

If you have questions about the product, need assistance with Identity Restoration that arose as a result of this incident or would like an alternative to enrolling in Experian IdentityWorks online, please contact Experian's customer care team at (855) 347-6549 by June 30, 2022. Be prepared to provide engagement number s proof of eligibility for the Identity Restoration services by Experian.

Additional Details Regarding Your 2 Year Experian IdentityWorks Membership:

A credit card is not required for enrollment in Experian IdentityWorks. You can contact Experian immediately regarding any fraud issues, and have access to the following features once you enroll in Experian IdentityWorks:

- **Social Security Number Trace**: Monitoring to determine whether enrolled minors in your household have an Experian credit report. Alerts of all names, aliases and addresses that become associated with your minor's Social Security Number (SSN) on the Experian credit report.
- **Internet Surveillance**: Technology searches the web, chat rooms & bulletin boards 24/7 to identify trading or selling of your personal information on the Dark Web.
- **Identity Restoration**: Identity Restoration specialists are immediately available to help you address credit and non-credit related fraud.
- **Experian IdentityWorks ExtendCARE™**: You receive the same high-level of Identity Restoration support even after your Experian IdentityWorks membership has expired.
- **$1 Million Identity Theft Insurance****: Provides coverage for certain costs and unauthorized electronic fund transfers.

CFN also encourages you to review the information in the below "*Steps You Can Take To Help Protect Your Information*." To the extent you feel that any such measures are necessary to protect your child's credit or identity, we encourage you take them.

CFN has not filed a police report about this matter. Under certain state laws, you may have a right to obtain a copy of such a report, if any exists. Also, if you feel that you have experienced identity or credit fraud or otherwise want to contact law enforcement about this matter, CFN encourages you to contact your state or local police department.

What CFN Is Doing: In addition to notifying you and providing your child with a protective service, CFN has implemented several additional measures to reduce the risk that this type of incident could reoccur. For example, CFN's network has been thoroughly scanned and cleaned by its forensic expert, and CFN is working with its forensic expert and cybersecurity attorney to implement advance threat detection and prevention software to provide additional safeguards for the information CFN handles, and identify other opportunities to enhance its cybersecurity.

For More Information: If you have any questions about, or need help with, IdentityWorks or other Experian services, please call Experian at (855) 347-6549. If you have other questions, or would like to discuss this matter further with CFN, please send an email to response@coastalfamilynutrition.com or call 603-674-2479, and someone from CFN will respond to you promptly.

We apologize if this incident causes you any concern, and are sincerely grateful to you for your continued support and loyalty to Coastal Family Nutrition.

Sincerely,

Karen Mountjoy

STEPS YOU CAN TAKE TO HELP PROTECT YOUR INFORMATION

Monitor Accounts

Under U.S. law, you are entitled to one free credit report annually from each of the three major credit reporting bureaus. To order your free credit report, visit www.annualcreditreport.com or call, toll-free, 1-877-322-8228. You may also contact the three major credit bureaus directly to request a free copy of your credit report.

You have the 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. The security freeze is designed to prevent credit, loans, and services from being approved in your name without your consent. However, you should be aware that using a security freeze to take control over who gets access to the personal and financial information in your credit report may delay, interfere with, or prohibit the timely approval of any subsequent request or application you make regarding a new loan, credit, mortgage, or any other account involving the extension of credit. Pursuant to federal law, you cannot be charged to place or lift a security freeze on your credit report. Should you wish to place a security freeze, please contact the major consumer reporting agencies listed below:

Experian	**TransUnion**	**Equifax**
P.O. Box 9554	**P.O. Box 160**	**P.O. Box 105788**
Allen, TX 75013	**Woodlyn, PA 19094**	**Atlanta, GA 30348-5788**
1-888-397-3742	**1-888-909-8872**	**1-800-685-1111**
www.experian.com/freeze/center.html	**www.transunion.com/credit-freeze**	**www.equifax.com/personal/credit-report-services**

In order to request a security freeze, you will need to provide the following information:

1. Full name (including middle initial as well as Jr., Sr., II, III, etc.);
2. Social Security number;
3. Date of birth;
4. If you have moved in the past five years, addresses where you have lived over the prior five years;
5. Proof of current address, such as a current utility bill or telephone bill;
6. A legible photocopy of a government-issued identification card (state driver's license or ID card, military identification, etc.);
7. If you are a victim of identity theft, include a copy of either the police report, investigative report, or complaint to a law enforcement agency concerning identity theft.

As an alternative to a security freeze, you have the right to place an initial or extended "fraud alert" at no cost. An initial fraud alert is a 1-year alert that is placed on a consumer's credit file. Upon seeing a fraud alert display on a consumer's credit file, a business is required to take steps to verify the consumer's identity before extending new credit. If a victim of identity theft, you are entitled to an extended fraud alert, which is a fraud alert lasting seven years. Should you wish to place a fraud alert, please contact any one of the agencies listed below:

Experian	**TransUnion**	**Equifax**
P.O. Box 9554	P.O. Box 2000	P.O. Box 105069
Allen, TX 75013	Chester, PA 19016	Atlanta, GA 30348
1-888-397-3742	1-800-680-7289	1-888-766-0008

www.experian.com/fraud/center.html	www.transunion.com/fraud-victim-resource/place-fraud-alert	www.equifax.com/personal/credit-report-services

Additional Information

You can further educate yourself regarding identity theft, fraud alerts, security freezes, and the steps you can take to protect yourself by contacting the consumer reporting agencies, the Federal Trade Commission, or your state Attorney General. The Federal Trade Commission can be reached at: 600 Pennsylvania Avenue NW, Washington, DC 20580; www.identitytheft.gov; 1-877-ID-THEFT (1-877-438-4338); and TTY: 1-866-653-4261. The Federal Trade Commission also encourages those who discover that their information has been misused to file a complaint with them. You can obtain further information on how to file such a complaint by way of the contact information listed above. You have the right to file a police report if you ever experience identity theft or fraud. Please note that in order to file a report with law enforcement for identity theft, you will likely need to provide some proof that you have been a victim. Instances of known or suspected identity theft should also be reported to law enforcement and your state Attorney General.

California Residents: Visit the California Office of Privacy Protection (www.oag.ca.gov/privacy) for additional information on protection against identity theft. **Kentucky Residents:** Office of the Attorney General of Kentucky, 700 Capitol Avenue, Suite 118 Frankfort, Kentucky 40601, www.ag.ky.gov, Telephone: 1-502-696-5300. **Maryland Residents:** Office of the Attorney General of Maryland, Consumer Protection Division 200 St. Paul Place Baltimore, MD 21202, www.oag.state.md.us/Consumer, Telephone: 1-888-743-0023. **New Mexico Residents**: You have rights pursuant to the Fair Credit Reporting Act, such as the right to be told if information in your credit file has been used against you, the right to know what is in your credit file, the right to ask for your credit score, and the right to dispute incomplete or inaccurate information. Further, pursuant to the Fair Credit Reporting Act, the 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 credit reports to be provided to employers; you may limit "prescreened" offers of credit and insurance you get based on information in your credit report; and you may seek damages from a violator. You may have additional rights under the Fair Credit Reporting Act not summarized here. Identity theft victims and active duty military personnel have specific additional rights pursuant to the Fair Credit Reporting Act. You can review your rights pursuant to the Fair Credit Reporting Act by visiting www.consumerfinance.gov/f/201504_cfpb_summary_your-rights-under-fcra.pdf, or by writing Consumer Response Center, Room 130-A, Federal Trade Commission, 600 Pennsylvania Ave. N.W., Washington, D.C. 20580. **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/. **North Carolina Residents:** Office of the Attorney General of North Carolina, Consumer Protection Division, 9001 Mail Service Center Raleigh, NC 27699-9001, www.ncdoj.gov, Telephone: 1-919-716-6400, 877-566-7226 (toll free within NC). **Oregon Residents:** Oregon Department of Justice, 1162 Court Street NE, Salem, OR 97301-4096, www.doj.state.or.us/, Telephone: 877-877-9392. **Rhode Island Residents:** Office of the Attorney General, 150 South Main Street, Providence, Rhode Island 02903, www.riag.ri.gov, Telephone: 401-274-4400. Under Rhode Island law, you have the right to obtain any police report filed in regard to this incident. There are no Rhode Island residents impacted by this incident. **Washington D.C. Residents:** the Office of Attorney General for the District of Columbia can be reached at: 441 4thStreet NW, Suite 1100 South, Washington, D.C. 20001; 1-202-442-9828; https://oag.dc.gov. **All US Residents:** Identity Theft Clearinghouse, Federal Trade Commission, 600 Pennsylvania Avenue, NW Washington, DC 20580, www.consumer.gov/idtheft, 1-877-IDTHEFT (438-4338), TTY: 1-866-653-4261.