



December 22, 2023

**VIA ELECTRONIC MAIL**

Attorney General John M. Formella  
Office of the Attorney General  
Consumer Protection Bureau  
33 Capitol Street  
Concord, NH 03301  
Phone: (603) 271-3643  
Fax: (603) 271-2110  
Email: [DOJ-CPB@doj.nh.gov](mailto:DOJ-CPB@doj.nh.gov)

**Re: Notice of Data Security Incident**

Dear Attorney General Formella:

Constangy, Brooks, Smith & Prophete, LLP represents Creating Results, Inc., a marketing agency located in Woodbridge, Virginia, in connection with a recent data security incident described in greater detail below. The purpose of this letter is to notify you of the incident in accordance with New Hampshire's data breach notification statute.

**Nature of the Security Incident**

On August 30, 2023, Creating Results experienced a network disruption in its digital environment. In response, Creating Results immediately took steps to secure the environment and launched an investigation with the assistance of a leading computer forensics firm to determine what happened and whether sensitive or personal information may have been accessed or acquired during the incident. As a result of the investigation, Creating Results identified that a limited amount of data may have been accessed or acquired without authorization. Creating Results then engaged an independent team to conduct a comprehensive review of all potentially affected data, and on December 5, 2023, that review determined that the personal information of certain Creating Results employees and dependents was potentially affected. Creating Results then worked diligently to identify contact information to effectuate notification to these individuals, which was completed on December 22, 2023.

The information affected included . Please note that we have no current evidence to suggest misuse or attempted misuse of personal information involved in the incident.

**Number of New Hampshire Residents Involved**

On December 22, 2023, Creating Results notified one (1) New Hampshire resident of this data security incident via U.S. First-Class Mail. A sample copy of the notification letter sent to the impacted individual is included with this correspondence.

### **Steps Taken to Address the Incident**

In response to the incident, Creating Results is providing individuals with information about steps that they can take to help protect their personal information, and, out of an abundance of caution, it is also offering individuals complimentary credit monitoring and identity protection services through IDX. Additionally, to help reduce the risk of a similar future incident, Creating Results has implemented additional technical security measures throughout the environment.

### **Contact Information**

Creating Results remains dedicated to protecting the information in its control. If you have any questions or need additional information, please do not hesitate to contact me at  
or

Sincerely,

Laura K. Funk  
Partner  
CONSTANGY, BROOKS, SMITH & PROPHETE,  
LLP

Enclosure: Sample Notification Letter



4145 SW Watson Ave  
Suite 400  
Beaverton, OR 97005

<<first>> <<last>>  
<<Address1>>  
<<Address2>>  
<<City>>, <<State>> <<Zip Code>>

December 22, 2023

Subject: Notice of Data Security <<variable 1>>

Dear <<first>> <<last>>:

I am writing to inform you of a data security incident that may have affected your personal information. At Creating Results, Inc., we take the privacy and security of personal information very seriously. This is why we are informing you of the incident, providing you with steps you can take to protect your personal information, and offering you complimentary credit monitoring and identity protection services.

**What Happened.** On August 30, 2023, Creating Results experienced a network disruption and immediately initiated an investigation of the matter. We engaged cybersecurity experts to assist with the process. The investigation determined that certain files may have been acquired without authorization. After a thorough review of those files, on or about December 5, 2023, some of your personal information was identified as being contained within the potentially affected data.

**What Information Was Involved.** The information involved in this incident may have included

**What We Are Doing.** As soon as Creating Results discovered the incident, we took the steps described above and implemented measures to enhance network security and minimize the risk of a similar incident occurring in the future.

In addition, we are offering you complimentary credit monitoring and identity protection services through IDX, a leader in consumer identity protection. These services include <<12/24>> months of credit and CyberScan monitoring, a \$1,000,000 insurance reimbursement policy, and fully managed ID theft recovery services.

**What You Can Do.** You can follow the recommendations on the following page to help protect your personal information. You can also enroll in the complimentary services offered to you through IDX by contacting IDX at 1-800-939-4170 or going to <https://app.idx.us/account-creation-protect> and using the enrollment code above. Please note the deadline to enroll is

**For More Information.** Further information about how to protect your personal information appears on the following page. If you have questions or need assistance, please call 1-800-939-4170 Monday through Friday from 9:00 a.m. to 9:00 p.m. Eastern. We take your trust in us and this matter very seriously. Please accept our sincere apologies for any worry or inconvenience this may cause.

Sincerely,

Kimberly Hulett, President and Co-Owner  
Creating Results, Inc.

## STEPS YOU CAN TAKE TO PROTECT YOUR PERSONAL INFORMATION

**Review Your Account Statements and Notify Law Enforcement of Suspicious Activity:** As a precautionary measure, we recommend that you remain vigilant by reviewing 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 also should 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 (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 1-877-322-8228, 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 also can 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](http://www.equifax.com)

**Experian**

P.O. Box 9532  
Allen, TX 75013  
1-888-397-3742  
[www.experian.com](http://www.experian.com)

**TransUnion**

P.O. Box 2000  
Chester, PA 19016  
1-800-916-8800  
[www.transunion.com](http://www.transunion.com)

**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 one year. 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:** You have the right to put a security freeze on your credit file for up to one year at no cost. 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. 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 fraud alerts, security freezes, and 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.

**Federal Trade Commission**

600 Pennsylvania Ave, NW  
Washington, DC 20580  
[consumer.ftc.gov](http://consumer.ftc.gov), and  
[www.ftc.gov/idtheft](http://www.ftc.gov/idtheft)  
1-877-438-4338

**Maryland Attorney General**

200 St. Paul Place  
Baltimore, MD 21202  
[oag.state.md.us](http://oag.state.md.us)  
1-888-743-0023

**New York Attorney General**

Bureau of Internet and Technology  
Resources  
28 Liberty Street  
New York, NY 10005  
1-212-416-8433

**North Carolina Attorney General**

9001 Mail Service Center  
Raleigh, NC 27699  
[ncdoj.gov](http://ncdoj.gov)  
1-877-566-7226

**Rhode Island Attorney General**

150 South Main Street  
Providence, RI 02903  
<http://www.riag.ri.gov>  
1-401-274-4400

**Washington D.C. Attorney General**

441 4th Street, NW  
Washington, DC 20001  
[oag.dc.gov](http://oag.dc.gov)  
1-202-727-3400

**You also have certain rights under the Fair Credit Reporting Act (FCRA):** These rights include to know what is in your file; to dispute incomplete or inaccurate information; to have consumer reporting agencies correct or delete inaccurate, incomplete, or unverifiable information; as well as other rights. For more information about the FCRA, and your rights pursuant to the FCRA, please visit <https://www.consumer.ftc.gov/sites/default/files/articles/pdf/pdf-0096-fair-credit-reporting-act.pdf>.

