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AUG 28 2019

CONSUMER PROTECTION

August 26, 2019

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Sent Via Regular Mail

Attorney General Gordon MacDonald
Office of the Attorney General
33 Capitol Street
Concord, New Hampshire 03302

Re: Data Security Incident

Dear Attorney General MacDonald:

We represent Creation Entertainment, Inc., with respect to an incident involving the potential exposure of certain personal information described in detail below.

1. Nature of the possible security breach or unauthorized use or access

On March 18, 2019, Creation Entertainment discovered that unauthorized access to a server may have resulted in the exposure of customers' credit and debit card numbers. After learning that some customers reported fraudulent activity with a credit or debit card used on its website, Creation Entertainment engaged forensic experts to investigate whether information on its server was at risk. The investigation identified suspicious activity surrounding credit and debit card numbers that were used to make purchases on its website between February 1, 2018, and October 10, 2018.

2. Number of New Hampshire residents potentially affected

Approximately one hundred seventeen (117) New Hampshire residents were potentially affected in this incident. On March 19, 2019, Creation Entertainment posted the findings of the investigation on its website, and on August 26, 2019, it notified customers whose payment card information was potentially compromised. A copy of the notification sent to the potentially impacted individuals is included with this letter.

3. Steps Creation Entertainment has taken relating to the potential incident

Upon learning of this issue, Creation Entertainment immediately engaged computer experts to determine whether information on its server was at risk and identify anyone potentially impacted by this incident. Creation Entertainment's IT team has also taken steps to secure its systems to prevent a similar incident from occurring in the future. To prevent further harm to customers, Creation Entertainment has been cooperating with law enforcement authorities and the credit reporting agencies in their investigations.

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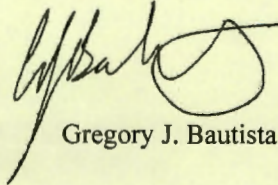
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4. Other notification and contact information

If you have any additional questions, please contact me at Gregory.Bautista@wilsonelser.com or (914) 872-7839.

Very truly yours,

Wilson Elser Moskowitz Edelman & Dicker LLP



Gregory J. Bautista

Re: Notice of Data Breach

To Our Valued Customers:

At Creation Entertainment, the privacy and security of customers' personal information is our utmost priority. This message is to inform you of an incident that may have resulted in the exposure of your name and payment card information.

What Happened and What Information was Involved:

After learning that some of our customers reported fraudulent activity with a credit or debit card, we engaged computer experts to investigate whether information on our systems was at risk. In March, our forensic consultants observed suspicious activity surrounding credit or debit card numbers that were in our ordering system used on our website between February 1, 2018, and October 10, 2018. We previously provided updates from our investigation on our website and social media pages, and are sending this email to notify customers whose payment card information was potentially compromised.

What We Are Doing and What You Can Do:

Our IT team has taken steps to prevent a similar incident from occurring in the future and we assure you that it is safe and secure to use a credit or debit card on our website. To prevent further harm to our customers, we have been cooperating with law enforcement authorities and the credit reporting agencies as they continue investigating this incident. Out of an abundance of caution, we recommend that you monitor your accounts for suspicious activity, and contact your bank if any is found.

For More Information:

Creation Entertainment regrets any inconvenience this incident may cause you and remains dedicated to protecting our customers' personal information. If you have any question, please don't hesitate contacting 833 967-1099 between 9:00 AM and 9:00 PM EST.

Sincerely,

Creation Entertainment



Additional Important Information

For residents of Hawaii, Michigan, Missouri, Virginia, Vermont, and North Carolina: It is recommended by state law that you remain vigilant for incidents of fraud and identity theft by reviewing credit card account statements and monitoring your credit report for unauthorized activity.

For residents of Illinois, Iowa, Maryland, Missouri, North Carolina, Oregon, and West Virginia:

It is required by state laws to inform you that you may obtain a copy of your credit report, free of charge, whether or not you suspect any unauthorized activity on your account. You may obtain a free copy of your credit report from each of the three nationwide credit reporting agencies. To order your 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 at <https://www.consumer.ftc.gov/articles/0155-free-credit-reports>) to: Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA, 30348-5281.

For residents of Iowa:

State law advises you to report any suspected identity theft to law enforcement or to the Attorney General.

For residents of Oregon:

State laws advise you to report any suspected identity theft to law enforcement, including the Attorney General, and the Federal Trade Commission.

For residents of Maryland, Rhode Island, Illinois, and North Carolina:

You can obtain information from the Maryland and North Carolina Offices of the Attorney General and the Federal Trade Commission about fraud alerts, security freezes, and steps you can take toward preventing identity theft.

**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

**Rhode Island Office of the
Attorney General**
Consumer Protection
150 South Main Street
Providence RI 02903
1-401-274-4400
www.riag.ri.gov

**North Carolina Office of the
Attorney General**
Consumer Protection Division
9001 Mail Service Center
Raleigh, NC 27699-9001
1-877-566-7226
www.ncdoj.com

Federal Trade Commission
Consumer Response Center
600 Pennsylvania Ave, NW
Washington, DC 20580
1-877-IDTHEFT (438-4338)
www.ftc.gov/idtheft

For residents of all states:

Fraud Alerts: You can place fraud alerts with the three credit bureaus by phone and online with Equifax ([https://assets.equifax.com/assets/personal/Fraud Alert Request Form.pdf](https://assets.equifax.com/assets/personal/Fraud%20Alert%20Request%20Form.pdf)) or Experian (<https://www.experian.com/fraud/center.html>). A fraud alert tells creditors to follow certain procedures, including contacting you, before they open any new accounts or change your existing accounts. For that reason, placing a fraud alert can protect you, but also may delay you when you seek to obtain credit. As of September 21, 2018, initial fraud alerts last for one year. Victims of identity theft can also get an extended fraud alert for seven years. The phone numbers for all three credit bureaus are at the bottom of this page.

Monitoring: You should always remain vigilant and monitor your accounts for suspicious or unusual activity.

Security Freeze: You also have the right to place a security freeze on your credit report. 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 need to make a request to each consumer reporting agency. You may make that request by certified mail, overnight mail, regular stamped mail, or by following the instructions found at the websites listed below. The following information must be included when requesting a security freeze (note that if you are requesting a credit report for your spouse or a minor under the age of 16, 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 five 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, display your name and current mailing address, and the date of issue. As of September 21, 2018, it is free to place, lift, or remove a security freeze. You may also place a security freeze for children under the age of 16. You may obtain a free security freeze by contacting any one or more of the following national consumer reporting agencies:

Equifax Security Freeze
P.O. Box 105788
Atlanta, GA 30348
www.freeze.equifax.com
800-525-6285

Experian Security Freeze
P.O. Box 9554
Allen, TX 75013
www.experian.com/freeze
888-397-3742

TransUnion (FVAD)
P.O. Box 2000
Chester, PA 19022
freeze.transunion.com
800-680-7289

More information can also be obtained by contacting the Federal Trade Commission listed above.