



MULLEN
COUGHLIN_{LLC}
ATTORNEYS AT LAW

RECEIVED

FEB 07 2022

CONSUMER PROTECTION

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426 W. Lancaster Avenue, Suite 200
Devon, PA 19333

February 1, 2022

VIA U.S. MAIL

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

Re: Notice of Data Incident

Dear Sir or Madam:

We represent Creative Services Inc. ("Creative Services"), located at 64 Pratt Street, Mansfield, Massachusetts, 02048, and write to notify your office of an incident that may affect the privacy of information relating to approximately three (3) New Hampshire residents. The investigation into this matter is ongoing, and this notice may be supplemented with any new significant facts learned subsequent to its submission. By providing this notice, Creative Services does not waive any rights or defenses regarding the applicability of New Hampshire law, the applicability of the New Hampshire data incident notification statute, or personal jurisdiction.

Nature of the Data Incident

On November 26, 2021, Creative Services became aware of potential unusual system activity. Creative Services promptly commenced an investigation into the incident, with the assistance of third-party computer forensic specialists. Through the investigation, it was determined that certain files may have been copied from Creative Services' systems on November 23, 2021 as part of a cyber-attack. As a result, Creative Services undertook a comprehensive and time consuming process to identify what information was potentially contained within the impacted files, and to whom that information belonged. For employee related information, Creative Services completed that process on or around January 21, 2022 and identified that the incident involved information related to New Hampshire residents. This information may include name, driver's license number, financial account number, and/or Social Security number.

Notice to New Hampshire Residents

On or about February 1, 2022, Creative Services began providing written notice of this incident to affected individuals, which includes three (3) New Hampshire residents. Written notice is being provided in substantially the same form as the letter attached here as *Exhibit A*.

Other Steps Taken and To Be Taken

Upon discovering unusual system activity, Creative Services moved quickly to assess the security of its systems and commence a third-party forensic investigation into the nature and scope of the event. Creative Services is also working to implement additional security measures in its environment. Creative Services is providing access to credit monitoring services for twelve (12) months to individuals whose personal information was potentially affected by this incident, at no cost to these individuals.

Additionally, Creative Services is providing impacted individuals with guidance on how to better protect against identity theft and fraud, including providing individuals with information on how to place a fraud alert and security freeze on one's credit file, the contact details for the national consumer reporting agencies, information on how to obtain a free credit report, a reminder to remain vigilant for incidents of fraud and identity theft by reviewing account statements and monitoring free credit reports, and encouragement to contact the Federal Trade Commission, their state Attorney General, and law enforcement to report attempted or actual identity theft and fraud. Creative Services is also providing written notice of this incident to other state regulators, as appropriate.

Contact Information

Should you have any questions regarding this notification or other aspects of the data security incident, please contact us at (267) 930-4773.

Very truly yours,



M. Alexandra Belton of
MULLEN COUGHLIN LLC

MABB/bo1
Enclosure

EXHIBIT A



<<Name 1>>
<<Name 2>>
<<Address 1>>
<<Address 2>>
<<City>><<State>><<Zip>>
<<Country>>

January 31, 2022

Re: Notice of <<Variable 1>>

Dear <<Name1>> <<Name 2>>:

Creative Services, Inc. (“Creative Services”) takes the privacy and protection of the personal information very seriously. We are writing to inform you as a current or former employee of Creative Services about a recent incident that may involve some of your personal information. We are providing you with information about this event, our response, and steps you may take to protect against potential misuse of your information, should you feel it appropriate to do so.

What Happened? On November 26, 2021, Creative Services became aware of potential unusual system activity. Creative Services promptly commenced an investigation into the incident, with the assistance of third-party computer forensic specialists. Through the investigation, it was determined that certain files may have been copied from our systems on November 23, 2021 as part of a cyber-attack. As a result, we undertook a comprehensive process to identify what information was potentially contained within the impacted files, and to whom that information belonged. For employee related information, that process was completed on or around January 21, 2022. We are now notifying those individuals whose information was potentially impacted by the incident.

What Information Was Involved? We are providing this notification out of an abundance of caution because certain information relating to you may have been impacted, including your name, date of birth, Social Security number, financial account number and/or driver’s license number.

What We Are Doing. We take this incident and the security of your personal information seriously. Upon discovering this incident, we promptly initiated an investigation and took steps to secure our systems. While we have existing safeguards in place, as part of our ongoing commitment to the privacy of personal information in our care, we are working to implement enhanced security measures.

As an added precaution, we are also offering you complimentary access to <<Variable 2>> of credit monitoring, fraud consultation, and identity theft restoration services through Equifax. Information on how to enroll in these services is included in the attached *Steps You Can Take to Help Protect Your Personal Information*.

What You Can Do. We encourage you to remain vigilant against incidents of identity theft and fraud by reviewing your account statements and monitoring your free credit reports for suspicious activity and to detect errors. We also encourage you to review the enclosed *Steps You Can Take to Help Protect Your*

Personal Information and to enroll in the complimentary credit monitoring and identity protection services we are offering.

We understand you may have additional questions not addressed by this letter. If you have questions, please contact us at employeeinquiries@creativeservices.com<<Variable 3>>. Again, we take the privacy and security of the personal information in our care seriously, and sincerely regret any inconvenience or concern this incident may cause you.

Sincerely,

Creative Services, Inc.
64 Pratt Street
Mansfield, MA 02048

STEPS YOU CAN TAKE TO HELP PROTECT YOUR PERSONAL INFORMATION

Enroll in Credit Monitoring

As a safeguard, we have arranged for you to enroll, at no cost to you, in an online credit monitoring service provided by Equifax,® one of the three nationwide credit reporting companies. To enroll in credit monitoring please follow the instructions below.

Go to www.equifax.com/activate

Enter your unique Activation Code of **<ACTIVATION CODE>** then click "Submit" and follow these 4 steps:

1. **Register:** Complete the form with your contact information and click "Continue".
*If you already have a myEquifax account, click the 'Sign in here' link under the "Let's get started" header.
Once you have successfully signed in, you will skip to the Checkout Page in Step 4*
2. **Create Account:** Enter your email address, create a password, and accept the terms of use.
3. **Verify Identity:** To enroll in your product, we will ask you to complete our identity verification process.
4. **Checkout:** Upon successful verification of your identity, you will see the Checkout Page.
Click 'Sign Me Up' to finish enrolling.
You're done!
The confirmation page shows your completed enrollment.
Click "View My Product" to access the product features.

You can sign up for these services anytime between now and **May 31, 2022**. You will need to activate these services yourself, as we are not able to do so on your behalf.

Monitor Your Accounts

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

Consumers have the right to place an initial or extended "fraud alert" on a credit file 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 you are 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 three major credit reporting bureaus listed below.

As an alternative to a fraud alert, consumers have the right to place a "credit freeze" on a credit report, which will prohibit a credit bureau from releasing information in the credit report without the consumer's express authorization. The credit 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 credit 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 credit freeze on your credit report. 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. Addresses for the prior two to 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, etc.); and
7. A copy of either the police report, investigative report, or complaint to a law enforcement agency concerning identity theft if you are a victim of identity theft.

Should you wish to place a credit freeze, please contact the three major credit reporting bureaus listed below:

Equifax	Experian	TransUnion
https://www.equifax.com/personal/credit-report-services/	https://www.experian.com/help/	https://www.transunion.com/credit-help
1-888-298-0045	1-888-397-3742	1-833-395-6938
Equifax Fraud Alert, P.O. Box 105069 Atlanta, GA 30348-5069	Experian Fraud Alert, P.O. Box 9554, Allen, TX 75013	TransUnion Fraud Alert, P.O. Box 2000, Chester, PA 19016
Equifax Credit Freeze, P.O. Box 105788 Atlanta, GA 30348-5788	Experian Credit Freeze, P.O. Box 9554, Allen, TX 75013	TransUnion Credit Freeze, P.O. Box 160, Woodlyn, PA 19094

Additional Information

You may further educate yourself regarding identity theft, fraud alerts, credit freezes, and the steps you can take to protect your personal information by contacting the consumer reporting bureaus, the Federal Trade Commission, or your state Attorney General. The Federal Trade Commission may 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. This notice has not been delayed by law enforcement.

For New York residents, the New York Attorney General may be contacted at: Office of the Attorney General, The Capitol, Albany, NY 12224-0341; 1-800-771-7755; or <https://ag.ny.gov/>.

For North Carolina residents, the North Carolina Attorney General may be contacted at: 9001 Mail Service Center, Raleigh, NC 27699-9001; 1-877-566-7226 or 1-919-716-6000; and www.ncdoj.gov.

For Rhode Island residents, the Rhode Island Attorney General may be reached at: 150 South Main Street, Providence, RI 02903; www.riag.ri.gov; and 1-401-274-4400. Under Rhode Island law, you have the right to obtain any police report filed in regard to this incident. There are 34 Rhode Island residents impacted by this incident.