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April 9, 2018

VIA FEDERAL EXPRESS

Attorney General Gordon J. MacDonald
New Hampshire Department of Justice
33 Capitol Street
Concord, NH 03301

RECEIVED
APR 10 2018
CONSUMER PROTECTION

Re: Data Security Incident Notification

Dear Attorney General MacDonald:

I am writing on behalf of Custom Personalization Solutions, LLC to inform you of a data security incident that affects thirty-seven (37) New Hampshire residents. We will send the attached sample notification letter to the affected residents on April 9, 2018.

On March 15, 2018, Custom Personalization Solutions learned that certain personal information of New Hampshire residents was likely accessed without authorization by an outside third party. The sensitive information exposed included the affected residents' first and last name and encrypted payment card data. Custom Personalization Solutions has implemented additional security measures to prevent an incident from again occurring. There is no evidence that the personal information was accessed by a malicious party.

In addition to providing notice to the affected New Hampshire residents, Custom Personalization Solutions is offering a free one-year subscription to Kroll Identity Monitoring Services. This product will provide individuals with Credit Monitoring, Fraud Consultation and Identity Theft Restoration Services. Custom Personalization Solutions has established a dedicated call center service so affected residents can speak with a live operator to assist them with obtaining these services.

Please let me know if you have any additional questions regarding the notification.

Sincerely,

Elizabeth K. Hinson

Enclosure



Custom Personalization Solutions

<<Date>> (Format: Month Day, Year)

<<MemberFirstName>> <<MemberMiddleName>> <<MemberLastName>> <<NameSuffix>>
<<Address1>>
<<Address2>>
<<City>>, <<State>> <<ZipCode>>

NOTICE OF DATA BREACH

Dear <<MemberFirstName>> <<MemberLastName>>,

Custom Personalization Solutions, LLC d/b/a Limongés Jewelry values your business and respects the privacy of your information, which is why we are writing to let you know about a data security incident that involves your personal information.

What Happened?

On March 15, 2018, we learned that a database containing some of your personal information may have been accessed without authorization by an outside third party between the dates of January 15, 2018 and February 9, 2018. After discovering this compromise, we immediately engaged cyber security experts to assist us in investigating this incident. Based on the results of the investigation, we determined that your sensitive customer information, including encrypted payment card data, may be at risk.

We have ensured that this information is no longer accessible to any unauthorized party and have implemented additional security measures designed to prevent such an incident from again occurring. We have no evidence that the customer information was accessed by a malicious party.

What Information Was Involved

As a result of this incident, an unauthorized person may have accessed and acquired some of your personal information, including your first and last name and encrypted payment card data. The encrypted payment card at risk ends in the following four digits: <<ClientDef1 (####)>>.

What We Are Doing

Out of an abundance of caution, and in order to help protect your personal information, we are offering you access to a one-year membership to Kroll identity monitoring services at no cost to you. Your Kroll identity monitoring services include Credit Monitoring, Fraud Consultation and Identity Theft Restoration Services.

Visit <<IDMonitoringURL>> to activate and take advantage of your identity monitoring services.

Membership Number: <<Member ID>>

To receive credit services by mail instead of online, please call 1-???-???-???. Additional information describing your services is included with this letter. We encourage you to review the description and to consider enrolling in this product. You must complete the enrollment process no later than July 6, 2018.

What You Can Do

Please review the enclosed "Additional Resources" section included with this letter. This section describes additional steps you can take to help protect yourself, including recommendations by the Federal Trade Commission regarding identity theft protection and details on how to place a fraud alert or a security freeze on your credit file.

For More Information

We take the protection of your personal information very seriously and apologize for any inconvenience. If you have any questions regarding this notification, please contact 1-???-??-????, Monday through Friday from 8:00 a.m. to 5:00 p.m. Central Time. We trust that the services we are offering to you demonstrate our continued commitment to your security and satisfaction.

Sincerely,



John Semmelhack
President
Custom Personalization Solutions, LLC

ADDITIONAL RESOURCES

Contact information for the three nationwide credit reporting agencies is:

Equifax, PO Box 740241, Atlanta, GA 30374, www.equifax.com, 1-800-685-1111

Experian, PO Box 2104, Allen, TX 75013, www.experian.com, 1-888-397-3742

TransUnion, PO Box 2000, Chester, PA 19022, www.transunion.com, 1-800-888-4213

Free Credit Report. It is recommended that you remain vigilant for incidents of fraud and identity theft by reviewing account statements and monitoring your credit report for unauthorized activity. You may obtain a copy of your credit report, free of charge, once every 12 months from each of the three nationwide credit reporting agencies.

To order your annual 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 from the U.S. Federal Trade Commission's ("FTC") website at www.consumer.ftc.gov) to: Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348-5281.

For Colorado, Georgia, Maine, Maryland, Massachusetts, New Jersey, Puerto Rico, and Vermont residents:

You may obtain one or more (depending on the state) additional copies of your credit report, free of charge. You must contact each of the credit reporting agencies directly to obtain such additional report(s).

Fraud Alert. You may place a fraud alert in your file by calling one of the three nationwide credit reporting agencies above. 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.

Security Freeze. You have the ability 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 may be able to use an online process, an automated telephone line, or a written request to any of the three credit reporting agencies listed above. The following information must be included when requesting a security freeze (note that if you are requesting a credit report for your spouse, 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. The credit reporting agencies may charge a fee to place a freeze, temporarily lift it or permanently remove it. The fee is waived if you are a victim of identity theft and have submitted a valid investigative or law enforcement report or complaint relating to the identity theft incident to the credit reporting agencies. (You must review your state's requirement(s) and/or credit bureau requirement(s) for the specific document(s) to be submitted.)

For Massachusetts residents: The fee for each placement of a freeze, temporary lift of a freeze, or removal of a freeze is \$5.

Federal Trade Commission and State Attorneys General Offices. If you believe you are the victim of identity theft or have reason to believe your personal information has been misused, you should immediately contact the Federal Trade Commission and/or the Attorney General's office in your home state. You may also contact these agencies for information on how to prevent or avoid identity theft.

You may contact the **Federal Trade Commission**, Consumer Response Center, 600 Pennsylvania Avenue, NW, Washington, DC 20580, www.ftc.gov/bcp/edu/microsites/idtheft/, 1-877-IDTHEFT (438-4338).

For Maryland residents: You may contact the Maryland Office of the Attorney General, Consumer Protection Division, 200 St. Paul Place, Baltimore, MD 21202, www.oag.state.md.us, 1-888-743-0023.

For North Carolina residents: You may contact the North Carolina Office of the Attorney General, Consumer Protection Division, 9001 Mail Service Center, Raleigh, NC 27699-9001, www.ncdoj.gov, 1-877-566-7226.

Reporting of identity theft and obtaining a police report.

For Iowa residents: You are advised to report any suspected identity theft to law enforcement or to the Iowa Attorney General.

For Massachusetts residents: You have the right to obtain a police report if you are a victim of identity theft.

For Oregon residents: You are advised to report any suspected identity theft to law enforcement, the Federal Trade Commission, and the Oregon Attorney General.



TAKE ADVANTAGE OF YOUR IDENTITY MONITORING SERVICES

You've been provided with access to the following services¹ from Kroll:

Single Bureau Credit Monitoring

You will receive alerts when there are changes to your credit data—for instance, when a new line of credit is applied for in your name. If you do not recognize the activity, you'll have the option to call a Kroll fraud specialist, who can help you determine if it's an indicator of identity theft.

Fraud Consultation

You have unlimited access to consultation with a Kroll fraud specialist. Support includes showing you the most effective ways to protect your identity, explaining your rights and protections under the law, assistance with fraud alerts, and interpreting how personal information is accessed and used, including investigating suspicious activity that could be tied to an identity theft event.

Identity Theft Restoration

If you become a victim of identity theft, an experienced Kroll licensed investigator will work on your behalf to resolve related issues. You will have access to a dedicated investigator who understands your issues and can do most of the work for you. Your investigator can dig deep to uncover the scope of the identity theft, and then work to resolve it.

¹ Kroll's activation website is only compatible with the current version or one version earlier of Internet Explorer, Chrome, Firefox, and Safari. To receive credit services, you must be over the age of 18 and have established credit in the U.S., have a Social Security number in your name, and have a U.S. residential address associated with your credit file.