



Michael Best & Friedrich LLP
Attorneys at Law
Adrienne S. Ehrhardt, CIPP/US, CIPM
T 608.283.0131
E asehrhardt@michaelbest.com

RECEIVED
JUN 17 2019
CONSUMER PROTECTION

VIA FEDEX

Office of the Attorney General
33 Capitol Street
Concord, NH 03301

June 14, 2019

RE: Breach of Security of Personal Information

To the Office of the Attorney General:

Pursuant to N.H. Rev. Stat. §359-C:19, et seq., EatStreet, Inc. (“EatStreet”), through its attorneys Michael Best & Friedrich, LLP, is writing to notify you of an external system breach exposing personal information involving twelve (12) New Hampshire residents. EatStreet is a food delivery service that delivers food orders to diners who place orders on its website from local restaurants with whom it partners.

On May 3, 2019, an unauthorized third party gained access to EatStreet’s database, which it discovered on May 17, 2019. The unauthorized third party was able to acquire information that was in its database on May 3, 2019. EatStreet was able, however, to promptly terminate the unauthorized access to its systems when it discovered the incident. The database contained, among other things, information about some of its diner customers and restaurants partners, which included name, address, phone number, email address, and for some diner customers credit card numbers and for some restaurant partners bank account and routing number. While this information may have been acquired, EatStreet is not aware of any unauthorized use of this information as a result of this incident.

Immediately upon identifying the incident, EatStreet hired a leading external IT forensics firm to respond to and investigate the incident. EatStreet audited its systems to validate that there was no other unauthorized access. In addition, EatStreet has enhanced the security of its systems, including reinforcing multi-factor authentication, rotating credential keys and reviewing and updating coding practices. EatStreet continues to work with outside experts to identify other measures it can take to improve its security controls.

EatStreet has also notified its credit card payment processor of the incident so that the card brands are also notified and are aware of the incident.

Attached are copies of the notification letters that EatStreet will place in the U.S. Mail, Friday, June 14, 2019, to the affected individuals. There was no delay in providing individual



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notification as a result of law enforcement investigation. Please let us know if you have any questions or would like to discuss further.

Sincerely,

MICHAEL BEST & FRIEDRICH LLP

Adrienne S. Ehrhardt

Adrienne S. Ehrhardt

Enclosure



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

<<LastName>>
<<Address1>>
<<Address2>>
<<City>> <<State>> <<Zip>>

Notice of Data Breach

Dear Valued Partner:

We are writing to inform you about a security incident that EatStreet experienced recently that may have involved information about you or your business. We value our relationship with you and take the security of your data seriously.

What Happened?

On May 3, 2019, an unauthorized third party gained access to our database, which we discovered on May 17, 2019. The unauthorized third party was able to acquire information that was in our database on May 3, 2019. We were able, however, to promptly terminate the unauthorized access to our systems when we discovered the incident. The database contained, among other things, information about our Restaurant partners.

What Information Was Involved?

The information involved may have included your restaurant name, your name, restaurant address, phone number, email address, and bank account and routing number. While this information may have been acquired, we are not aware of any unauthorized use of your information as a result of this incident.

Here's What We Are Doing and What You Can Do

Immediately upon identifying the incident, EatStreet hired a leading external IT forensics firm to respond to and investigate the incident. We audited our systems to validate that there was no other unauthorized access. In addition, we have enhanced the security of our systems, including reinforcing multi-factor authentication, rotating credential keys and reviewing and updating coding practices. EatStreet continues to work with outside experts to identify other measures it can take to improve its security controls. While our investigation is ongoing, there was no law enforcement investigation that delayed notification to you.

You should review your financial account statements to determine if there are any discrepancies or unusual activity listed. If you see something you do not recognize, immediately notify your financial institution. In addition, we recommend that you notify your financial institution to learn about additional tools it may have to safeguard your account.

The trust that our Restaurant partners place in us to protect their information is of the utmost importance, and we apologize for any concern or inconvenience this may cause. EatStreet leads with integrity and is committed to working through this matter and addressing any questions that you might have. If you are seeking additional information about this matter, please email privacy@eatstreet.com or call us at 1-800-491-4330, Monday through Friday from 8:00 a.m. to 5:30 p.m. Central Time.

Sincerely,

A handwritten signature in black ink, appearing to read "M. Howard".

Matt Howard, CEO

Information about Identity Theft Protection

Review Accounts and Credit Reports: 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.

You should remain vigilant with respect to reviewing your account statements and credit reports, and you should promptly report any suspicious activity or suspected identity theft to the proper law enforcement authorities, including local law enforcement, your state's attorney general, and/or the Federal Trade Commission ("FTC"). You may contact the FTC or your state's regulatory authority to obtain additional information about avoiding and protection against identity theft: Federal Trade Commission, Consumer Response Center 600 Pennsylvania Avenue, NW, Washington, DC 20580, 1-877-IDTHEFT (438-4338), www.ftc.gov/idtheft.

For residents of Maryland: You may also obtain information about preventing and avoiding identity theft from the Maryland Office of the Attorney General: 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.

For residents of North Carolina: You may also obtain information about preventing and avoiding identity theft from North Carolina Attorney General's Office: North Carolina Attorney General's Office, Consumer Protection Division, 9001 Mail Service Center, Raleigh, NC 27699-9001, 1-877-5-NO-SCAM, www.ncdoj.gov.

For residents of Rhode Island: You may also obtain information about preventing and avoiding identity theft from the Rhode Island Office of the Attorney General: Rhode Island Office of the Attorney General, Consumer Protection Unit, 150 South Main Street, Providence, RI 02903, 401-274-4400, <http://www.riag.ri.gov>.

Security Freezes and Fraud Alerts:

You have a 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.

A security freeze does not apply to a person or entity, or its affiliates, or collection agencies acting on behalf of the person or entity, with which you have an existing account that requests information in your credit report for the purposes of reviewing or collecting the account. Reviewing the account includes activities related to account maintenance, monitoring, credit line increases, and account upgrades and enhancements. Please contact the three major credit reporting companies as specified below to find out more information about placing a security freeze on your credit report.

As an alternative to a security freeze, you have the right to place an initial or extended fraud alert on your 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 7 years. You can place a fraud alert on your credit report by contacting any of the three national credit reporting agencies at the addresses or toll-free numbers listed at the bottom of this page.

Additional Information for Massachusetts Residents: Massachusetts law gives you the right to place a security freeze on your consumer reports. By law, you have a right to obtain a police report relating to this incident, and if you are the victim of identity theft, you also have the right to file a police report and obtain a copy of it. You may request that a freeze be placed on your credit report by sending a request to a credit reporting agency by certified mail, overnight mail or regular stamped mail to the address below. The following information should be included when requesting a security freeze (documentation for you and your spouse must be submitted when freezing a spouse's credit report): full name, with middle initial and any suffixes; Social Security number, date of birth (month, day and year); current address and previous addresses for the past five (5) years; and an incident report or complaint with a law enforcement agency or the

Department of Motor Vehicles. The request should also include a copy of a government-issued identification card, such as a driver's license, state or military ID card, and a copy of a utility bill, bank or insurance statement. Each copy should be legible, display your name and current mailing address, and the date of issue (statement dates must be recent).

Additional Information for New Mexico Residents: The federal Fair Credit Reporting Act (FCRA) promotes the accuracy, fairness, and privacy of information in the files of consumer reporting agencies. Here is a summary of your major rights under the FCRA:

- You have the right to be told if information in your file has been used against you;
- You have the right to receive a copy of your credit report and the right to ask for a credit score;
- You have the right to dispute incomplete or inaccurate information;
- You have the right to dispute inaccurate, incomplete, or unverifiable information;
- You have the right to have outdated negative information removed from your credit file;
- You have the right to limit access to your credit file;
- You have the right to limit "prescreened" offers of credit and insurance you get based on information in your credit report;
- You have the right to seek damages from violators; and
- You have the right to place a "security freeze" on your credit report.

New Mexico Consumers Have the Right to Obtain a Security Freeze or Submit a Declaration of Removal. You may obtain a security freeze on your credit report to protect your privacy and ensure that credit is not granted in your name without your knowledge. You may submit a declaration of removal to remove information placed in your credit report as a result of being a victim of identity theft. You have a right to place a security freeze on your credit report or submit a declaration of removal pursuant to the Fair Credit Reporting and Identity Security Act.

The security freeze will prohibit a consumer reporting agency from releasing any information in your credit report without your express authorization or approval. The security freeze is designed to prevent credit, loans and services from being approved in your name without your consent. When you place a security freeze on your credit report, you will be provided with a personal identification number, password or similar device to use if you choose to remove the freeze on your credit report or to temporarily authorize the release of your credit report to a specific party or parties or for a specific period of time after the freeze is in place. To remove the freeze or to provide authorization for the temporary release of your credit report, you must contact the consumer reporting agency and may need to provide all of the following:

- (1) the unique personal identification number, password or similar device provided by the consumer reporting agency;
- (2) proper identification to verify your identity; and
- (3) information regarding the third party or parties who are to receive the credit report or the period of time for which the credit report may be released to users of the credit report.

A consumer reporting agency that receives a request from a consumer to lift temporarily a freeze on a credit report shall comply with the request no later than three business days after receiving the request. As of September 1, 2008, a consumer reporting agency shall comply with the request within fifteen minutes of receiving the request by a secure electronic method or by telephone.

A security freeze does not apply in all circumstances, such as where you have an existing account relationship and a copy of your credit report is requested by your existing creditor or its agents for certain types of account review, collection, fraud control or similar activities; for use in setting or adjusting an insurance rate or claim or insurance underwriting; for certain governmental purposes; and for purposes of pre-screening as defined in the federal Fair Credit Reporting Act.

If you are actively seeking a new credit, loan, utility, telephone or insurance account, you should understand that the procedures involved in lifting a security freeze may slow your own applications for credit. You should plan ahead and lift a freeze, either completely if you are shopping around or specifically for a certain creditor, with enough advance notice before you apply for new credit for the lifting to take effect. You should contact a consumer reporting agency and request it to lift the freeze at least three business days before applying. As of September 1, 2008, if you contact a consumer reporting agency by a secure electronic method or by telephone, the consumer reporting agency should lift the freeze within fifteen minutes. You have a right to bring a civil action against a consumer reporting agency that violates your rights under the Fair Credit Reporting and Identity Security Act.

For more information, including information about additional rights, you can visit <https://www.consumer.ftc.gov/articles/pdf-0096-fair-credit-reporting-act.pdf>, <https://www.consumerfinance.gov/learnmore/>, or write to: Consumer Financial Protection Bureau, 1700 G Street N.W., Washington, DC 20552.

You can obtain more information about fraud alerts and credit freezes by contacting the FTC or one of the national credit reporting agencies listed below.

Equifax (www.equifax.com)

General Contact:

P.O. Box 740241
Atlanta, GA 30374
800-685-1111

Fraud Alerts:

P.O. Box 740256
Atlanta, GA 30374

Credit Freezes:

P.O. Box 105788
Atlanta, GA 30348

Experian (www.experian.com)

General Contact:

P.O. Box 2002
Allen, TX 75013
888-397-3742

Fraud Alerts and Security Freezes:

P.O. Box 9554
Allen, TX 75013

TransUnion (www.transunion.com)

**General Contact, Fraud Alerts
and Security Freezes:**

P.O. Box 2000
Chester, PA 19022
888-909-8872