



LEWIS BRISBOIS BISGAARD & SMITH LLP

Sean B. Hoar
888 SW Fifth Avenue, Suite 900
Portland, Oregon 97204-2025
Sean.Hoar@lewisbrisbois.com
Direct: 971.712.2795

September 15, 2017

File No. XXXX.XXXX

VIA E-MAIL

Mr. Gordon MacDonald
New Hampshire Attorney General
Consumer Protection and Antitrust Bureau
Office of the Attorney General
33 Capitol Street
Concord, NH 03301
Email: DOJ-CPB@doj.nh.gov

Re: Notification of Data Security Incident

Dear Attorney General MacDonald:

I represent E. & J. Gallo Winery (“Gallo”), located in Modesto, California. This letter is being sent pursuant to N.H. Rev. Stat. §§ 359-C:19, C:20, C:21 because on August 30, 2017, Gallo learned that information belonging to 20 New Hampshire residents may have been obtained without authorization. The information may have included names, Social Security numbers and financial account information.

On August 30, 2017, Gallo learned that a former employee obtained data concerning employees of Gallo without authorization. Upon learning that this had occurred, Gallo personnel immediately contacted the person and recovered the data. Gallo also reported the matter to law enforcement authorities and will provide whatever cooperation is necessary to hold the person accountable. Although the data was misappropriated, there is no evidence that the data was used.

Gallo is in the process of notifying the affected New Hampshire residents via the attached letter. Gallo is also providing 12 months of complementary credit monitoring and identity monitoring services to the affected residents through Experian. Please contact me should you have any questions.

Very truly yours,

A handwritten signature in blue ink that reads 'Sean B. Hoar'.

Sean B. Hoar of
LEWIS BRISBOIS BISGAARD & SMITH LLP

Enclosure: Consumer Notification Letter



E&J Gallo Winery
 Return Mail Processing Center
 P.O. Box 6336
 Portland, OR 97228-6336

To Enroll, Please Call:
877-288-8057
 Or Visit:
<https://www.experianidworks.com/3bcreditone>
 Enrollment Code: <<CODE>>

<<Mail ID>>
 <<Name 1>>
 <<Name 2>>
 <<Address 1>>
 <<Address 2>>
 <<Address 3>>
 <<Address 4>>
 <<Address 5>>
 <<City>><<State>><<Zip>>
 <<Country>>

<<Date>>

Subject: Notice of Data Breach

Dear <<Name 1>>:

I am writing to inform you of a data security incident that may have affected your personal information. E. & J. Gallo Winery (“Gallo”) takes the privacy and security of your personal information very seriously. That is why we are contacting you, offering you credit monitoring and identity protection services, and informing you about steps that can be taken to protect your personal information. Receiving a letter does not mean that you are a victim of identity theft. We are recommending that people review their letter, enroll in the free services that are provided, and take the other steps referenced in the letter to protect their personal information.

What Happened? On August 30, 2017, Gallo learned that a former employee recently obtained employee data without authorization. Upon learning that this had occurred, we immediately contacted the person and recovered the data. We also reported the matter to law enforcement authorities. Although there is no evidence that the data was used, out of an abundance of caution, we wanted to inform you of this incident and encourage you to utilize the information below and the services being offered to protect your personal information.

What Information Was Involved? The following personal information may have been involved: names, Social Security numbers and financial account information.

What Are We Doing? As soon as we discovered the incident, we took the steps described above. We are also providing you with information about steps you can take to protect your personal information and we are offering you a complimentary 12 month membership of Experian IdentityWorksSM Credit 3B at no cost to you. This product helps detect possible misuse of your personal information and provides you with identity protection services focused on immediate identification and resolution of identity theft. IdentityWorks Credit 3B is completely free to you and enrolling in this program will not hurt your credit score. We have also taken steps to enhance the security of our employee information in order to prevent similar incidents from occurring in the future.

What You Can Do: You can follow the recommendations on the following page to protect your personal information. If you have questions, please contact Epiq. To enroll in the free credit monitoring and identity protection services that we are offering to you, please go to <https://www.experianidworks.com/3bcreditone> and use the enrollment code provided in the top right hand corner. If you have questions or need an alternative to enrolling online, please call 877-288-8057 and provide engagement number <<Engagement Number>>. For more information on identity theft prevention and IdentityWorks Credit 3B, including instructions on how to activate your complimentary 12 month membership, please see the additional information provided in this letter. To receive the aforementioned services, you must be over the age of 18, 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. Your services start on the date that you enroll in the services and can be used at any time thereafter for 12 months following enrollment. Please note that you will need to enroll by <<Enrollment Deadline>>.

For More Information: Further information about how to protect your personal information appears on the following page. If you have questions about this incident, please call Epiq at 888-449-6631 from 6:00 A.M. to 6:00 P.M. Pacific, Monday through Friday.

Please accept our sincere apologies and know that we deeply regret any worry or inconvenience this may cause you.

Sincerely,

Michelle Lewis
Vice President, Global Human Resources
E. & J. Gallo Winery

STEPS YOU CAN TAKE TO FURTHER PROTECT YOUR 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 (the "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 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 can print this form at <https://www.annualcreditreport.com/cra/requestformfinal.pdf>. 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

Experian

P.O. Box 9532
Allen, TX 75013
1-888-397-3742
www.experian.com

TransUnion

P.O. Box 1000
Chester, PA 19016
1-877-322-8228
www.transunion.com

Free Annual Report

P.O. Box 105281
Atlanta, GA 30348
1-877-322-8228
annualcreditreport.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 90 days. 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: In some US states, you have the right to put a security freeze on your credit file. 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. If you request a security freeze from a consumer reporting agency there may be a fee up to \$10 to place, lift or remove the security freeze. 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, Federal Trade Commission or from your respective state Attorney General about steps you can take toward preventing identity theft. You may report suspected identity theft to local law enforcement, including to the Federal Trade Commission or to the Attorney General in your state. Residents of Maryland, North Carolina, and Rhode Island can obtain more information from their Attorneys General using the contact information below.

Federal Trade Commission

600 Pennsylvania Ave, NW
Washington, DC 20580
consumer.ftc.gov, and
www.ftc.gov/idtheft
1-877-438-4338

Maryland Attorney General

200 St. Paul Place
Baltimore, MD 21202
oag.state.md.us
1-888-743-0023

North Carolina Attorney General

9001 Mail Service Center
Raleigh, NC 27699
ncdoj.gov
1-877-566-7226

Rhode Island Attorney General

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

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

To help protect your identity, we are offering a **complimentary** one-year membership of Experian IdentityWorksSM Credit 3B. This product helps detect possible misuse of your personal information and provides you with superior identity protection support focused on immediate identification and resolution of identity theft.

Activate IdentityWorks Credit 3B Now in Three Easy Steps

1. **ENROLL** by: <<Enrollment Deadline>> (Your code will not work after this date.)
2. **VISIT** the **Experian IdentityWorks website** to enroll: <https://www.experianidworks.com/3bcreditone>
3. **PROVIDE** the **Activation Code**: <<Code>>

If you have questions about the product, need assistance with identity restoration or would like an alternative to enrolling in Experian IdentityWorks online, please contact Experian's customer care team at 877-288-8057. Be prepared to provide engagement number <<Engagement Number>> as proof of eligibility for the identity restoration services by Experian.

ADDITIONAL DETAILS REGARDING YOUR 12-MONTH EXPERIAN IDENTITYWORKS CREDIT 3B MEMBERSHIP:

A credit card is **not** required for enrollment in Experian IdentityWorks Credit 3B.

You can contact Experian **immediately without needing to enroll in the product** regarding any fraud issues. Identity Restoration specialists are available to help you address credit and non-credit related fraud.

Once you enroll in Experian IdentityWorks, you will have access to the following additional features:

- **Experian credit report at signup:** See what information is associated with your credit file. Daily credit reports are available for online members only.*
- **Credit Monitoring:** Actively monitors Experian, Equifax and Transunion files for indicators of fraud.
- **Experian IdentityWorks ExtendCARETM:** You receive the same high-level of Identity Restoration support even after your Experian IdentityWorks membership has expired.
- **\$1 Million Identity Theft Insurance^{**}:** Provides coverage for certain costs and unauthorized electronic fund transfers.

Activate your membership today at <https://www.experianidworks.com/3bcreditone> or call 877-288-8057 to register with the activation code above.

What you can do to protect your information: There are additional actions you can consider taking to reduce the chances of identity theft or fraud on your account(s). Please refer to www.ExperianIDWorks.com/restoration for this information. If you have any questions about IdentityWorks, need help understanding something on your credit report or suspect that an item on your credit report may be fraudulent, please contact Experian's customer care team at 877-288-8057.

* Offline members will be eligible to call for additional reports quarterly after enrolling.

** Identity theft insurance is underwritten by insurance company subsidiaries or affiliates of American International Group, Inc. (AIG). The description herein is a summary and intended for informational purposes only and does not include all terms, conditions and exclusions of the policies described. Please refer to the actual policies for terms, conditions, and exclusions of coverage. Coverage may not be available in all jurisdictions.