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November 29, 2018

Via Overnight Mail

Attorney General Gordon MacDonald
Office of the Attorney General
33 Capitol St
Concord, NH 03301

Re: Security Incident

Dear Attorney General Healey:

We are writing on behalf of our client, Equity Concepts LLC (“Equity Concepts”), to notify you of a security incident. On September 11, 2018, we began investigating emails sent to some Equity Concepts clients that appeared to have been sent by Equity Concepts employees but were not. We promptly secured the email accounts, retained an outside forensic firm, and initiated an investigation. Through the investigation, we learned that an unauthorized individual had accessed certain Equity Concepts’ employees’ email accounts. We determined that the unauthorized individual may have downloaded the contents of the employees’ email accounts.


Working with the forensic firm, Equity Concepts conducted a thorough review of the email accounts affected and determined on November 1, 2018 that the files included personal information of some Equity Concepts clients, including three New Hampshire residents. The personal information involved included clients’ names and Social Security numbers and, in some cases, Driver’s License numbers. Law enforcement has not been involved at this time. Beginning today, Equity Concepts is providing notice via postal mail to the affected individuals in substantially the same form as the enclosed letter.

Protecting client information is a top priority for Equity Concepts. Equity Concepts has implemented heightened enhanced security measures, including requiring that employees use two-factor authentication to access its email platform from outside its office. Equity Concepts is also increasing its ongoing training and monitoring efforts related to cybercrime.

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Please do not hesitate to contact me if you have any questions regarding this matter.

Sincerely,

A handwritten signature in blue ink that reads "R. L. Gainer". The signature is written in a cursive style with a large initial "R" and "G".

Randal L. Gainer
Partner

Enclosure



C/O Epiq
PO BOX 10659
Dublin, OH 43017-9252

[Name]
[Street Address]
[City], [State] [Zip]

November 29, 2018

Dear [Name]:

At Equity Concepts, we value the trust you place in us and understand the importance of protecting your personal information. We are writing to inform you that we recently identified and addressed an incident that may have involved some of your information. This notice explains the incident, measures we have taken and some steps you can take in response.

On September 11, 2018, we began investigating e-mails sent to some Equity Concepts clients that appeared to have been sent by Equity Concepts employees but were not. Through our investigation, we learned that an unauthorized individual had accessed certain Equity Concepts' employees' e-mail accounts. We secured the e-mail accounts and retained an outside computer forensic firm to assist us. We determined that the unauthorized individual may have downloaded the contents of the employees' e-mail accounts. We conducted a thorough review of the e-mail accounts and determined on November 1, 2018 that an e-mail or an attachment to an e-mail in one of the e-mail accounts contained some of your personal information, including your name and Social Security number.

We wanted to let you know that this incident occurred and assure you that we take it very seriously. We recommend that you review the information on the following pages regarding ways to protect yourself. Although we have no evidence that your information has been misused in any way, we are offering you a complimentary one-year membership in Experian's® IdentityWorksSM Credit 3B. 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. For more information on IdentityWorks Credit 3B, including instructions on how to activate your complimentary one-year membership, as well as some additional steps you can take in response, please see the additional information provided with this letter.

We sincerely regret that this incident occurred and apologize for any inconvenience or concern. Protecting your privacy is a top priority of Equity Concepts. We have implemented enhanced security measures, including requiring that employees use two-factor authentication to access our e-mail platform from outside our office, to further protect your information.

We are also increasing our ongoing training and monitoring efforts related to cybercrime. If you have any questions, please call 877-495-1570, Monday through Friday, from 9:00 a.m. to 6:00 p.m. Eastern time.

Sincerely,

A handwritten signature in black ink, appearing to read "Michael Thaler".

Michael Thaler, Founder and Managing Partner, Equity Concepts

Activate IdentityWorksSM Credit 3B Now in Three Easy Steps

1. ENROLL by: **February 28, 2019** (Your code will not work after this date.)
2. VISIT the **Experian[®] IdentityWorksSM website** to enroll: www.experianidworks.com/3bcredit
3. PROVIDE the **Activation Code**: <<Enrollment Code>>

If you have questions about the product, need assistance with identity restoration or would like an alternative to enrolling in Experian[®] IdentityWorksSM online, please contact Experian's customer care team at **877-890-9332** by **February 28, 2019**. Be prepared to provide engagement number **DB09739** as proof of eligibility for the identity restoration services by Experian.

ADDITIONAL DETAILS REGARDING YOUR 12-MONTH EXPERIAN[®] IDENTITYWORKSSM CREDIT 3B MEMBERSHIP:

A credit card is **not** required for enrollment in Experian[®] IdentityWorksSM 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's[®] IdentityWorksSM, 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.
- **Identity Restoration:** Identity Restoration specialists are immediately available to help you address credit and non-credit related fraud.
- **Experian[®] IdentityWorksSM ExtendCARETM:** You receive the same high-level of Identity Restoration support even after your Experian[®] IdentityWorksSM membership has expired.
- **Up to \$1 Million Identity Theft Insurance**:** Provides coverage for certain costs and unauthorized electronic fund transfers.

If you believe there was fraudulent use of your information and would like to discuss how you may be able to resolve those issues, please reach out to an Experian agent at **877-890-9332**. If, after discussing your situation with an agent, it is determined that Identity Restoration support is needed, then an Experian Identity Restoration agent is available to work with you to investigate and resolve each incident of fraud that occurred (including, as appropriate, helping you with contacting credit grantors to dispute charges and close accounts; assisting you in placing a freeze on your credit file with the three major credit bureaus; and assisting you with contacting government agencies to help restore your identity to its proper condition).

Please note that this Identity Restoration support is available to you for two years from the date of this letter and does not require any action on your part at this time. The Terms and Conditions for this offer are located at www.ExperianIDWorks.com/restoration. You will also find self-help tips and information about identity protection at this site.

* 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.

More Information on Ways to Protect Yourself

We remind you to remain vigilant for incidents of fraud or identity theft by reviewing your account statements and free credit reports for any 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 companies. To order your annual free credit report, please visit www.annualcreditreport.com or call toll free at 1-877-322-8228. Contact information for the three nationwide credit reporting companies is as follows:

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

Experian, PO Box 2002, Allen, TX 75013, www.experian.com, 1-888-397-3742

TransUnion, PO Box 2000, Chester, PA 19016, www.transunion.com, 1-800-916-8800

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 state. You can obtain information from these sources about steps an individual can take to avoid identity theft as well as information about fraud alerts and security freezes. You should also contact your local law enforcement authorities and file a police report. Obtain a copy of the police report in case you are asked to provide copies to creditors to correct your records. Contact information for the Federal Trade Commission is as follows:

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

If you are a resident of Connecticut, Maryland, or North Carolina, you may contact and obtain information from your state attorney general at:

Connecticut Attorney General's Office, 55 Elm Street, Hartford, CT 06106, 1-860-808-5318, www.ct.gov/ag

Maryland Attorney General's Office, 200 St. Paul Place, Baltimore, MD 21202, www.oag.state.md.us, 1-888-743-0023 (toll free when calling within Maryland)
(410) 576-6300 (for calls originating outside Maryland)

North Carolina Attorney General's Office, 9001 Mail Service Center, Raleigh, NC 27699, www.ncdoj.gov, 1-919-716-6400

Fraud Alerts: There are two types of fraud alerts you can place on your credit report to put your creditors on notice that you may be a victim of fraud—an initial alert and an extended alert. You may ask that an initial fraud alert be placed on your credit report if you suspect you have been, or are about to be, a victim of identity theft. An initial fraud alert stays on your credit report for at least 90 days. You may have an extended alert placed on your credit report if you have already been a victim of identity theft with the appropriate documentary proof. An extended fraud alert stays on your credit report for seven years. You can place a fraud alert on your credit report by contacting any of the three national credit reporting agencies.

Credit Freezes: You have the right to put a credit freeze, also known as a security freeze, on your credit file, free of charge, so that no new credit can be opened in your name without the use of a PIN number that is issued to you when you initiate a freeze. A security freeze is designed to prevent potential credit grantors from accessing your credit report without your consent. If you place a security freeze, potential creditors and other third parties will not be able to get access to your credit report unless you temporarily lift the freeze. Therefore, using a security freeze may delay your ability to obtain credit.

There is no fee to place or lift a security freeze. Unlike a fraud alert, you must separately place a security freeze on your credit file at each credit reporting company. For information and instructions to place a security freeze, contact each of the credit reporting agencies at the addresses below:

Experian Security Freeze, PO Box 9554, Allen, TX 75013, www.experian.com

TransUnion Security Freeze, PO Box 2000, Chester, PA 19016, www.transunion.com

Equifax Security Freeze, PO Box 105788, Atlanta, GA 30348, www.equifax.com

To request a security freeze, you will need to provide the following information:

1. Your full name (including middle initial as well as Jr., Sr., II, III, etc.)
2. Social Security number
3. Date of birth
4. If you have moved in the past five years, provide the addresses where you have lived over the prior 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, military identification, etc.)
7. If you are a victim of identity theft, include a copy of the police report, investigative report, or complaint to a law enforcement agency concerning identity theft

The credit reporting agencies have one business day after receiving your request by toll-free telephone or secure electronic means, or three business days after receiving your request by mail, to place a security freeze on your credit report. The credit bureaus must also send written confirmation to you within five business days and provide you with a unique personal identification number ("PIN") or password or both that can be used by you to authorize the removal or lifting of the security freeze.

To lift the security freeze in order to allow a specific entity or individual access to your credit report, or to lift a security freeze for a specified period of time, you must submit a request through a toll-free telephone number, a secure electronic means maintained by a credit reporting agency, or by sending a written request via regular, certified, or overnight mail to the credit reporting agencies and include proper identification (name, address, and Social Security number) and the PIN number or password provided to you when you placed the security freeze as well as the identity of those entities or individuals you would like to receive your credit report or the specific period of time you want the credit report available. The credit reporting agencies have one business day after receiving your request by toll-free telephone or secure electronic means, or three business days after receiving your request by mail, to lift the security freeze for those identified entities or for the specified period of time.

To remove the security freeze, you must submit a request through a toll-free telephone number, a secure electronic means maintained by a credit reporting agency, or by sending a written request via regular, certified, or overnight mail to each of the three credit bureaus and include proper identification (name, address, and Social Security number) and the PIN number or password provided to you when you placed the security freeze. The credit bureaus have one business day after receiving your request by toll-free telephone or secure electronic means, or three business days after receiving your request by mail, to remove the security freeze.

Fair Credit Reporting Act: You also have rights under the federal Fair Credit Reporting Act, which promotes the accuracy, fairness, and privacy of information in the files of consumer reporting agencies. The FTC has published a list of the primary rights created by the FCRA (<https://www.consumer.ftc.gov/articles/pdf-0096-fair-credit-reporting-act.pdf>), and that article refers individuals seeking more information to visit www.ftc.gov/credit. The FTC's list of FCRA rights includes:

- You have the right to receive a copy of your credit report. The copy of your report must contain all the information in your file at the time of your request.
- Each of the nationwide credit reporting companies – Equifax, Experian, and TransUnion – is required to provide you with a free copy of your credit report, at your request, once every 12 months.
- You are also entitled to a free report if a company takes adverse action against you, like denying your application for credit, insurance, or employment, and you ask for your report within 60 days of receiving notice of the action. The notice will give you the name, address, and phone number of the credit reporting company. You're also entitled to one free report a year if you're unemployed and plan to look for a job within 60 days; if you're on welfare; or if your report is inaccurate because of fraud, including identity theft.
- You have the right to ask for a credit score.
- You have the right to dispute incomplete or inaccurate information.
- Consumer reporting agencies must correct or delete inaccurate, incomplete, or unverifiable information.
- Consumer reporting agencies may not report outdated negative information.
- Access to your file is limited. And you must give your consent for reports to be provided to employers.
- You may limit "prescreened" offers of credit and insurance you get based on information in your credit report.
- You may seek damages from violators.
- Identity theft victims and active duty military personnel have additional rights.