

RECEIVED

MAR 13 2020

CONSUMER PROTECTION



MULLEN
COUGHLIN^{LLC}
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1275 Drummers Lane, Suite 302
Wayne, PA 19087

March 9, 2020

VIA FIRST-CLASS MAIL

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

Re: Notice of Data Event

Dear Sir or Madam:

We represent Eversana Life Sciences Services LLC ("EVERSANA") located at 190 N. Milwaukee Street, Milwaukee, WI 53202, and are writing to notify your office of an incident that may affect the security of some personal information relating to approximately four (4) New Hampshire residents. The investigation into this matter is ongoing, and this notice will be supplemented with any new significant facts learned subsequent to its submission. By providing this notice, EVERSANA does not waive any rights or defenses regarding the applicability of New Hampshire law, the applicability of the New Hampshire data event notification statute, or personal jurisdiction.

Nature of the Data Event

EVERSANA has been working with third-party cybersecurity specialists to investigate unusual activity relating to EVERSANA's email environment. The investigation confirmed that certain email accounts were subject to unauthorized access by an unknown party on separate occasions between April 1 and July 3, 2019. EVERSANA commenced a comprehensive and time-consuming review of the full contents of all impacted email accounts to determine what sensitive personal information, if any, may have been present and accessible to the unauthorized actor. EVERSANA received the results of the account review on February 6, 2020.

Eversana compared the results of the account review with its files to confirm the identities and addresses of individuals potentially affected by the incident. While the internal analysis is ongoing, EVERSANA's initial review of the potentially impacted data confirmed that personal information, relating to EVERSANA employees, and certain family members of EVERSANA employees may have been accessible to the unknown actor as a result of this event. The types of personal information relating to New Hampshire residents that could have been subject to unauthorized access include name, address, and Social Security number.

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Notice to New Hampshire Residents

On or about March 6, 2020, EVERSANA began providing written notice of this incident to affected individuals identified to date, which includes approximately four (4) 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 the event, EVERSANA worked diligently with third-party cybersecurity specialists to determine what happened and what data was potentially impacted. EVERSANA implemented additional safeguards to further secure the information in its systems. EVERSANA is also providing access to credit monitoring services for twelve (12) months, through Experian, to individuals whose personal information was potentially affected by this incident, at no cost to these individuals.

Additionally, EVERSANA is providing impacted individuals with guidance on how to better protect against identity theft and fraud, including advising individuals to report any suspected incidents of identity theft or fraud to their credit card company and/or bank. EVERSANA is 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. EVERSANA notified federal law enforcement and is notifying consumer reporting agencies and other state regulators as necessary.

Contact Information

Should you have any questions regarding this notification or other aspects of the data security event, please contact us at (267) 930-4782.

Very truly yours,



Angelina W. Freind of
MULLEN COUGHLIN LLC

AWF/nsj

EXHIBIT A



EVERSANA

Return Mail Processing
PO Box 589
Claysburg, PA 16625-0589

March 4, 2020

F3829-L01-0000001 P001 T00001 *****MIXED AADC 159



SAMPLE A SAMPLE - L01 EMPLOYEES
APT ABC
123 ANY ST
ANYTOWN, US 12345-6789



Re: Notice of Data Breach

Dear Sample A Sample:

We write to make you aware of an incident involving certain EVERSANA employee email accounts. We are providing you with information about the incident, the steps we are taking in response, and additional steps you can take, should you feel it is appropriate to do so.

What Happened? EVERSANA has been working with third party cybersecurity specialists to investigate unusual activity relating to EVERSANA's email environment. The investigation confirmed that certain email accounts were subject to unauthorized access by an unknown party. EVERSANA has since commenced a comprehensive and time-consuming review of the full contents of all impacted email accounts to determine what data, if any, may have been present and accessible to the unauthorized actor. We received the results of the account review on February 6, 2020. While our analysis of the results is ongoing, our preliminary review of the potentially impacted data shows that personal information, relating to EVERSANA employees and certain family members of EVERSANA employees, was potentially accessible within the accounts on separate occasions between April 1 and July 3, 2019.

What Information Was Involved? While we currently have no evidence that personal information was subject to actual or attempted misuse, the investigation confirmed that your name, address, exposed element, exposed element, exposed element, exposed element, exposed element, exposed element, exposed element, exposed element, exposed element, exposed element, exposed element, exposed element, exposed element, and exposed element was potentially accessible within one or more accounts.

What We Are Doing. We take the security of information in our care very seriously. Since discovering this event, we worked diligently with third-party cybersecurity specialists to determine what happened and what data was potentially impacted. In an abundance of caution, EVERSANA notified federal law enforcement. We also implemented additional safeguards to further secure the information in our systems. Although we have no evidence that your information was misused, we are providing you with notice of this event and an offer of one (1) year of complimentary credit monitoring and identity restoration services, at no cost to you. Instructions for enrollment can be found in the enclosed, *Steps You Can Take to Protect Private Information*.

What You Can Do. We encourage you to remain vigilant for incidents of fraud and identity theft by reviewing the enclosed *Steps You Can Take to Protect Private Information* for additional details on how to better protect against fraud or misuse.

For More Information. We understand you may have additional questions about this incident that are not addressed in this letter. If you have additional questions, you may call the toll-free dedicated assistance line at (866) 584-9681, Monday through Friday, 8:00 a.m. to 10:00 p.m. CT and Saturday/Sunday 10:00 a.m. to 7:00 p.m. CT.

Sincerely,
EVERSANA



Steps You Can Take to Protect Private Information

Enroll in Credit Monitoring.

To help protect your identity, we are offering a complimentary one-year membership of Experian's® IdentityWorksSM. This product provides you with superior identity detection and resolution of identity theft. To activate your membership and start monitoring your personal information please follow the steps below:

- Ensure that you **enroll by: June 30, 2020** (Your code will not work after this date.)
- **Visit** the Experian IdentityWorks website to enroll: <https://www.experianidworks.com/credit>
- Provide your **activation code: ABCDEFGHI**

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 **(866) 584-9681** by **June 30, 2020**. Be prepared to provide engagement number **DB18190** as proof of eligibility for the identity restoration services by Experian.

A credit card is **not** required for enrollment in Experian IdentityWorks. You can contact Experian **immediately** regarding any fraud issues, and have access to the following features once you enroll in Experian IdentityWorks:

- **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 file for indicators of fraud.
- **Identity Restoration:** Identity Restoration agents are immediately available to help you address credit and non-credit related fraud.
- **Experian IdentityWorks ExtendCARE™:** You receive the same high-level of Identity Restoration support even after your Experian IdentityWorks 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 **(866) 584-9681**. 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 one year 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

** The Identity Theft Insurance is underwritten and administered by American Bankers Insurance Company of Florida, an Assurant company. Please refer to the actual policies for terms, conditions, and exclusions of coverage. Coverage may not be available in all jurisdictions.

Monitor Your Accounts. We encourage you to remain vigilant against incidents of identity theft and fraud, to review your account statements, and to monitor your credit reports for suspicious activity. If you see any unauthorized or suspicious activity, promptly contact your bank, credit union, credit card company.

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

Place a Security Freeze. You have the 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. Pursuant to federal law, you cannot be charged to place or lift a security freeze on your credit report. Should you wish to place a security freeze, please contact the major consumer reporting agencies listed below:

Experian

P.O. Box 9554
Allen, TX 75013
1-888-397-3742

www.experian.com/freeze/center.html

TransUnion

P.O. Box 160
Woodlyn, PA 19094
1-888-909-8872

www.transunion.com/credit-freeze

Equifax

P.O. Box 105788
Atlanta, GA 30348-5788
1-800-685-1111

www.equifax.com/personal/credit-report-services

In order 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 (5) 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 either the police report, investigative report, or complaint to a law enforcement agency concerning identity theft.

Place a Fraud Alert. As an alternative to a security freeze, you have the right to place an initial or extended “fraud alert” on your 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 agencies listed below:

Experian

P.O. Box 9554
Allen, TX 75013
1-888-397-3742

www.experian.com/fraud/center.html

TransUnion

P.O. Box 2000
Chester, PA 19016
1-800-680-7289

www.transunion.com/fraud-alerts

Equifax

P.O. Box 105069
Atlanta, GA 30348
1-888-766-0008

www.equifax.com/personal/credit-report-services



Additional Information. You can further educate yourself regarding identity theft, fraud alerts, security freezes, and the steps you can take to protect yourself by contacting the consumer reporting agencies, the Federal Trade Commission, or your state Attorney General.

The Federal Trade Commission can 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 Maryland residents, the Attorney General can be contacted at 200 St. Paul Place, 16th Floor, Baltimore, MD 21202; 410-528-8662; and www.oag.state.md.us.

For New Mexico residents, you have rights pursuant to the Fair Credit Reporting Act, such as the right to be told if information in your credit file has been used against you, the right to know what is in your credit file, the right to ask for your credit score, and the right to dispute incomplete or inaccurate information. Further, pursuant to the Fair Credit Reporting Act: the 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; you must give your consent for credit reports to be provided to employers; you may limit "prescreened" offers of credit and insurance you get based on information in your credit report; and you may seek damages from a violator. You may have additional rights under the Fair Credit Reporting Act not summarized here. Identity theft victims and active duty military personnel have specific additional rights pursuant to the Fair Credit Reporting Act. We encourage you to review your rights pursuant to the Fair Credit Reporting Act by visiting www.consumerfinance.gov/f/201504_cfpb_summary_your-rights-under-fcra.pdf, or by writing Consumer Response Center, Room 130-A, Federal Trade Commission, 600 Pennsylvania Ave. N.W., Washington, D.C. 20580.

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

For North Carolina residents, the Attorney General can be contacted at 9001 Mail Service Center, Raleigh, NC 27699-9001; 1-877-566-7226 or 1-919-716-6400; and www.ncdoj.gov.

For Rhode Island residents, the Rhode Island Attorney General can be reached at: 150 South Main Street, Providence, Rhode Island 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 2 Rhode Island residents impacted by this incident.