



MULLEN
COUGHLIN

STATE OF NH
DEPT OF JUSTICE
2017 MAY -2 AM 10:23

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1275 Drummers Lane, Suite 302
Wayne, PA 19087

VIA U.S. MAIL

Attorney General Joseph Foster
Office of the New Hampshire Attorney General
Attn: Security Breach Notification
33 Capitol Street
Concord, NH 03301

April 28, 2017

Re: Notice of Data Event

Dear Sir/Madam:

Our office represents Extreme Reach, Inc., headquartered at 75 2nd Avenue, Suite 720, Needham, Massachusetts, 02494. We are writing to provide you with notice of a situation that may impact the security of personal information relating to four (4) New Hampshire residents. The investigation into this situation is ongoing, and this notice will be supplemented with any new significant facts learned subsequent to its submission. By providing this notice, Extreme Reach, Inc. does not waive any rights or defenses regarding the applicability of New Hampshire law or personal jurisdiction.

Background

On February 8, 2017, Extreme Reach, Inc. determined that a small number of employees were targeted by a phishing email, which resulted in those employees' email credentials being compromised. Extreme Reach, Inc. immediately launched an investigation, with the assistance of third-party forensic investigators, to determine what happened and what information, if any, may have been accessed or accessible by an unauthorized individual. As part of this investigation, which is ongoing, Extreme Reach, Inc. determined on February 15, 2017 that certain employee email accounts were accessed without authorization for a brief period of time. On April 10, 2017, Extreme Reach determined that the names and a combination of one or more of the following types of information was contained in the email account (or associated cloud drive) at the time of the unauthorized access: Social Security number, driver's license number, financial account number, credit card number, and passport number. There currently is no indication that any third-party personal information was actually accessed from those accounts.

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Notice to New Hampshire Residents

Extreme Reach, Inc. is mailing written notice of this incident to these four (4) New Hampshire residents on May 1, 2017, in substantially the same form as the letter attached hereto as *Exhibit A*.

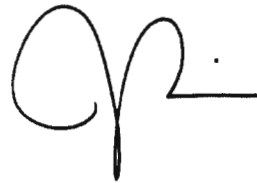
Other Steps Taken and To Be Taken

Extreme Reach, Inc.'s investigation into this incident is ongoing. Extreme Reach, Inc. is offering those individuals impacted by this incident with access to 1 free year of credit monitoring and identity restoration services with Experian, and is providing these individuals with helpful information on how to protect against identity theft and fraud. Extreme Reach, Inc. is taking steps to mitigate the risk that an event like this happens again. In addition to providing notice of this incident to your office, Extreme Reach, Inc. has provided notice of this incident to certain other state regulators where required.

Contact Information

Should you have any questions regarding this notification of other aspects of this event, please contact us at 267-930-4774.

Very truly yours,

A handwritten signature in black ink, appearing to be 'JAC', with a horizontal line extending to the right.

Jennifer A. Coughlin of
MULLEN COUGHLIN LLC

JAC:knp
Enclosure

EXHIBIT A



Return Mail Processing
P.O. Box 10
Claysburg, PA 16625-0010

STATE OF NH
DEPT OF JUSTICE
2017 MAY -2 AM 10: 24

May 1, 2017

##C7824-L01-0123456 0001 00000001 *****9-OELZZ 123

SAMPLE A SAMPLE



APT ABC
123 ANY ST
ANYTOWN, US 12345-6789



Re: Notice of Data Breach

Dear Sample A Sample:

Extreme Reach takes the security of your information very seriously. We are writing to inform you of a recently discovered situation that could potentially impact security of your personal information. **While there currently is no indication whatsoever that your information was actually accessed, viewed or used by an unauthorized individual**, we want to provide you with background and information on what you can do to better protect against the possibility of identity theft and fraud if you feel it is appropriate to do so.

What Happened? On February 8, 2017, a small number of employees were targeted by a phishing email, which resulted in those employees' email credentials being compromised. We immediately launched an investigation, with the assistance of third-party forensic investigators, to determine what happened and what information, if any, may have been accessed or accessible by an unauthorized individual. As part of this investigation, which is ongoing, we determined on February 15, 2017 that certain employee email accounts were accessed without authorization for a brief period of time.

What Information Was Involved? As part of our ongoing investigation, we determined on April 10, 2017, that the following information about you was contained in an email account (or associated cloud drive) at the time of the unauthorized access: Social Security number, driver's license number, financial account number, credit card number, passport number, and name. Again, there is no indication that your information was actually accessed or viewed by the unauthorized individual during the brief period of time the email account was subject to unauthorized access.

What We Are Doing. We take this event, and the security of your information, very seriously. In addition to taking the steps detailed above and providing this notice to you, we are reviewing our policies and procedures and have implemented additional safeguards and employee training to reduce the likelihood that an incident like this will happen in the future. While we are unaware of any actual or attempted misuse of your information, we are offering you complimentary access to 12 months of free credit monitoring and identity restoration services with Experian. We are also notifying state regulators and consumer reporting agencies of this incident as required.

What You Can Do. You can review the enclosed *Steps You Can Take To Protect Against Identity Theft and Fraud*, which contains instructions on how to enroll and receive the free credit monitoring and identity restoration services, as well as information on what you can do to better protect against the possibility of identity theft and fraud if you feel it is appropriate to do so.

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For More Information. We understand you may have questions that are not answered in this letter. To ensure your questions are answered in a timely manner please contact our call center, which is staffed with individuals familiar with this event and protecting against identity theft and fraud. The call center can be reached by calling (877) 237-7408, Monday through Friday, 9 a.m. to 7 p.m. EST (closed on U.S. observed holidays). Please provide reference number 7916042117 when calling.

We sincerely regret any inconvenience or concern this incident has caused you.

Sincerely,

A handwritten signature in black ink that reads "DANIEL BRACKETT". The signature is written in a cursive style with a long, sweeping horizontal line extending from the end of the name.

Daniel Brackett
Chief Technology Officer

Steps You Can Take to Protect Against Identity Theft and Fraud

While Identity Restoration assistance is immediately available to you, we also encourage you to activate the fraud detection tools available through Experian IdentityWorksSM as a complimentary one-year membership. This product provides you with superior identity detection and resolution of identity theft. To start monitoring your personal information please follow the steps below:

- Ensure that you **enroll by: July 31, 2017** (Your code will not work after this date.)
- **Visit** the Experian IdentityWorks website to enroll: www.experianidworks.com/3bcreditone
- Provide your **activation code: ABCDEFGHI**

If you have questions about the product, need assistance with identity restoration that arose as a result of this incident or would like an alternative to enrolling in Experian IdentityWorks online, please contact Experian's customer care team at 877-890-9332 by **July 31, 2017**. Be prepared to provide engagement number **#DB01622** as proof of eligibility for the identity restoration services by Experian.

ADDITIONAL DETAILS REGARDING YOUR 12-MONTH EXPERIAN IDENTITYWORKS MEMBERSHIP:

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, 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 IdentityWorks ExtendCARE™:** 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.

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. 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.

At no charge, you can also have these credit bureaus place a "fraud alert" on your file that alerts creditors to take additional steps to verify your identity prior to granting credit in your name. Note, however, that because it tells creditors to follow certain procedures to protect you, it may also delay your ability to obtain credit while the agency verifies your identity. As soon as one credit bureau confirms your fraud alert, the others are notified to place fraud alerts on your file. Should you wish to place a fraud alert, or should you have any questions regarding your credit report, please contact any one of the agencies listed below.

Equifax
P.O. Box 105069
Atlanta, GA 30348
800-525-6285
www.equifax.com

Experian
P.O. Box 2002
Allen, TX 75013
888-397-3742
www.experian.com

TransUnion
P.O. Box 2000
Chester, PA 19022-2000
800-680-7289
www.transunion.com

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You may also place a security freeze on your credit reports. A security freeze prohibits a credit bureau from releasing any information from a consumer's credit report without the consumer's written authorization. However, please be advised that placing a security freeze on your credit report may delay, interfere with, or prevent the timely approval of any requests you make for new loans, credit mortgages, employment, housing, or other services. If you have been a victim of identity theft, and you provide the credit bureau with a valid police report, it cannot charge you to place, list or remove a security freeze. In all other cases, a credit bureau may charge you a fee to place, temporarily lift, or permanently remove a security freeze. You will need to place a security freeze separately with each of the three major credit bureaus listed above if you wish to place a freeze on all of your credit files. To find out more on how to place a security freeze, you can use the following contact information:

Equifax Security Freeze

P.O. Box 105788

Atlanta, GA 30348

1-800-685-1111

<https://www.freeze.equifax.com>

Experian Security Freeze

P.O. Box 9554

Allen, TX 75013

1-888-397-3742

www.experian.com/freeze/center.html

TransUnion

PO Box 2000

Chester, PA 19022-2000

1-888-909-8872

www.transunion.com/credit-freeze

You can further educate yourself regarding identity theft, fraud alerts, and the steps you can take to protect yourself, by contacting 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. **For Maryland residents**, the Attorney General can be reached at: 200 St. Paul Place, 16th Floor, Baltimore, MD 21202; 1-888-743-0023; and www.oag.state.md.us. **For North Carolina residents**, the Attorney General can be contacted by mail at 9001 Mail Service Center, Raleigh, NC 27699-9001; toll-free at 1-877-566-7226; by phone at 1-919-716-6400; and online at www.ncdoj.gov. **For Rhode Island residents**, the Attorney General can be contacted by mail at 150 South Main Street, Providence, RI 02903; by phone at (401) 274-4400; and online at www.riag.ri.gov. A total of 2 Rhode Island resident may be impacted by this incident. 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 crime report or incident report with law enforcement for identity theft, you will likely need to provide some kind of proof that they have been a victim. Instances of known or suspected identity theft should also be reported to law enforcement. This notice has not been delayed by law enforcement.