29 August 2019

NH Department of Justice
Gordon J. MacDonald, Attorney General
33 Capitol Street
Concord, NH 03301

VIA E-MAIL: attorneygeneral@doj.nh.gov

Dear Attorney General MacDonald:

On behalf of Eye Safety Systems, Inc. ("ESS"), I write to inform you of an incident involving 42 residents of New Hampshire. The residents were affected through our website, located at esseyepro.com ("Site"), which we operate to sell protective eyewear and safety goggles.

On July 16, 2019, a third-party developer reported unusual activity in email logs and determined that emails had been sent from the server hosting our Site to an unauthorized email address. We promptly began efforts to investigate this report and to stop any further unauthorized access to information. Within 24 hours, we had removed the Site from use, preventing any further access. After undertaking an initial investigation, we concluded that an unauthorized individual or group extracted personal information by executing a vulnerability in the website code. Specifically, this investigation concluded that the unauthorized person was able to obtain consumer names, billing addresses, credit/debit card numbers, CVV codes, and expiration dates starting on or around November 21, 2017, and ending on July 16, 2019. We immediately took the Site offline along with taking other steps to block further unauthorized access through this type of attack. Additionally, we are planning to re-engineer the process in which payment information is collected on that Site. We are continuing to review, audit, and improve our security controls and processes to prevent a similar attack in the future.

We are mailing a notification letter to each affected individual. We expect these notifications will be mailed on August 29, 2019. A generic sample copy of this notification letter is enclosed.

If you have any questions, please contact me at 513-630-7600 or jgroppe@luxotticaretail.com.

Sincerely,

Eye Safety Systems, Inc.

314 South River Street, Hailey, ID 83353
Phone: 208.726.4072 • Fax: 208.726.4563
www.esseyepro.com

Return Mail address

<Date>

<Name>
<Address>
<City, State, Zip>

RE: Important Security Notification.
Please read this entire letter.

Dear <Name>,

We are writing to notify you of a data security incident involving our website, esseyepro.com ("Site"). You are receiving this notice because the personal information you provided when making a purchase on esseyepro.com may have been affected by this incident. Please read this notice carefully, as it provides information about the incident, the steps we have taken to secure our systems, and the resources available to you to protect yourself against the unauthorized use of your personal information.

What happened?

On July 16, 2019, a third-party developer reported unusual activity in email logs and determined that emails had been sent from the server hosting our Site to an unauthorized email address. We promptly began efforts to investigate this report and to stop any further unauthorized access to information. Within 24 hours, we had removed the Site from use, preventing any further access. After undertaking an initial investigation, we concluded that an unauthorized individual or group extracted personal information by executing a vulnerability in the website code. Specifically, this investigation determined that the unauthorized person was able to obtain consumer names, billing addresses, credit/debit card numbers, CVV codes, and expiration dates starting on or around November 21, 2017, and ending on July 16, 2019. We took the Site offline along with taking other steps to block further unauthorized access through this type of attack. We are working on re-engineering the process in which payment information is collected on that Site. We continue to review, audit, and improve our security controls and processes to prevent a similar attack in the future.

What we are doing to protect your information:

We encourage you to remain vigilant for incidents of fraud and identity theft by carefully reviewing your payment card statements for unauthorized charges and monitoring free credit reports for fraudulent activity. To help protect your identity, we are offering a complimentary [Extra 10] membership of Experian's® IdentityWorks℠.

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**: 11-30-2019 (Your code will not work after this date.)
- **Visit** the Experian IdentityWorks website to enroll: www.experianidworks.com/credit
- Provide your **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 by **11-30-2019.** Be prepared to provide engagement number **[Engagement Number]** as proof of eligibility for the identity restoration services by Experian.

Additional details regarding your [Extra 10] **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 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 877-288-8057. 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.

We sincerely apologize for this incident and regret any inconvenience it may cause you.

Sincerely,

Jason D. Groppe
Chief Privacy Officer (N.A.)

* 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.

ADDITIONAL RESOURCES, CREDIT ALERTS AND FREEZES

Information about Identity Theft

Federal Trade Commission

The Federal Trade Commission provides information about how to avoid identity theft, including information about placing fraud alerts and security freezes on your credit report.

- Visit: http://www.ftc.gov/idtheft
- Call (toll-free): 1-877-ID-THEFT (1-877-438-4338)
- Write: Consumer Response Center, Federal Trade Commission, 600 Pennsylvania Ave., NW, Washington, DC 20580.

You may report suspected identity theft to the Federal Trade Commission.

State Specific Information

You may also report suspected identity theft to law enforcement, including your state attorney general. Some states provide additional information and resources to assist their residents when there is a data security breach.

Information for Maryland Residents

For more information on identity theft, you can contact the Maryland Attorney General's Office:
Address: 200 St. Paul Place, Baltimore, MD 21202
Telephone: 1-410-576-6491
Website: www.oag.state.md.us/idtheft/index.htm.

Information for North Carolina Residents

For more information on identity theft, you can contact the North Carolina Attorney General's Office:
Address: 9001 Mail Service Center, Raleigh, NC 27699-9001
Telephone: 1-919-716-6400
Fax: 1-919-716-6750
Website: http://www.ncdoj.gov

Free Annual Credit Reports

You may obtain a free copy of your credit report once every 12 months.

- Visit: http://www.annualcreditreport.com
- Call (toll-free): 1-877-322-8228
- Write: Complete an Annual Credit Report Request Form and mail it to: Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348-5281 (you can print a copy of the form at http://www.consumer.ftc.gov/articles/pdf-0093-annual-report-request-form.pdf).

You also may purchase a copy of your credit report by contacting one of the three national consumer reporting agencies using the information below.

Equifax 1-800-525-6285 www.equifax.com P. O. Box 740241 Atlanta, GA 30374-0241	Experian 1-888-397-3742 www.experian.com P. O. Box 9554 Allen, TX 75013	TransUnion 1-800-888-4213 www.transunion.com 2 Baldwin Place P.O. Box 1000 Chester, PA 19022

Fraud Alerts: "Initial Alert" and "Extended Alert"

You can place two types of fraud alerts 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." An Initial Alert stays on your credit report for 12 months. You may ask that an Initial Alert be placed on your credit report if you suspect you have been, or are about to be, a victim of identity theft. An Extended Alert stays on your credit report for seven years. To obtain the Extended Alert, you must provide proof to the consumer reporting agency (usually in the form of a police report) that you actually have been a victim of identity theft. You have the right to obtain a police report regarding the data security incident. You can place a fraud alert on your credit report by calling the toll-free fraud number of any of the three consumer reporting agencies provided above.

A potential drawback to activating a fraud alert would occur when you attempt to open a new account. You would need to be available at either your work phone number or home phone number in order to approve opening the new credit account. If you are not available at either

of those numbers, the creditor may not open the account. A fraud alert may interfere with or delay your ability to obtain credit.

Fraud alerts will not necessarily prevent someone else from opening an account in your name. A creditor is not required by law to contact you if you have a fraud alert in place. Fraud alerts can legally be ignored by creditors. If you suspect that you are or have already been a victim of identity theft, fraud alerts are only a small part of protecting your credit. You also need to pay close attention to your credit report to make sure that the only credit inquiries or new credit accounts in your file are yours.

To place a fraud alert on your credit report, you may contact all of the three major consumer reporting agencies using the information below that they have published. Consumer reporting agencies will need to verify your identity, which will require providing your Social Security number and other similar information.

TransUnion
P.O. Box 2000
Chester, PA 19022-2000
https://fraud.transunion.com
1-800-680-7289

Equifax
P. O. Box 740241
Atlanta, GA 30374-0241
https://www.alerts.equifax.com/AutoFraud_Online/jsp/fraudAlert.jsp
1-888-766-0008

Experian
P. O. Box 9554
Allen, TX 75013
https://www.experian.com/fraud/center.html
1-888-397-3742

Placing a fraud alert does not damage your credit or credit score. Additional information may be obtained from www.annualcreditreport.com.

Credit or Security Freeze on Credit File

You have the right to put a credit freeze (also known as a security freeze) on your credit file. A credit freeze is designed to prevent potential credit grantors from accessing your credit report without your consent. Unlike a fraud alert, you must separately place a credit freeze on your credit file at each consumer reporting agency.

A security freeze is intended to prevent credit, loans and services from being approved in your name without your consent; however, using a security freeze may interfere with or delay your ability to obtain credit. To place a security freeze on your credit report, contact the consumer reporting agencies using the information below, and be prepared to provide the following (note that if you are requesting a security freeze for your spouse, this information must be provided for him/her as well):

(1) full name, with middle initial and any suffixes;
(2) Social Security number;
(3) date of birth;
(4) current address and any previous addresses for the past two years; and
(5) any applicable incident report or complaint with a law enforcement agency or the Registry of Motor Vehicles.

The request must also include a copy of a government-issued identification card and a copy of a recent utility bill or bank or insurance statement. It is essential that each copy be legible, display your name and current mailing address, and the date of issue. Placing and/or lifting credit freezes are free if you are a victim or suspected victim of identity theft.

The addresses of consumer reporting agencies to which requests for a security freeze may be sent are:

TransUnion
P.O. Box 2000
Chester, PA 19022-2000
https://freeze.transunion.com

Equifax
Equifax Security Freeze
P.O. Box 105788
Atlanta, Georgia 30348
https://www.freeze.equifax.com/Freeze/jsp/SFF_PersonalIDInfo.jsp

Experian
P. O. Box 9532
Allen, TX 75013
https://www.experian.com/freeze/center.html

The consumer reporting agencies have three (3) business days after receiving your request to place a security freeze on your credit report. The credit bureaus must also send written confirmation to you within five (5) 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 to allow a specific entity or individual access to your credit report, you must call or send a written request to the consumer reporting agencies by mail and include:

- proper identification (name, address, and Social Security number);
- the PIN or password provided to you when you placed the security freeze; and
- the identities 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 consumer reporting agencies have three (3) business days after receiving your request to lift the security freeze for those identified entities or for the specified period of time.