



STATE OF NH  
DEPT OF JUSTICE

2016 APR 21 AM 9:15

*Via UPS and Email*

April 20, 2016

Joseph A. Foster, Attorney General  
Office of the Attorney General  
33 Capitol Street  
Concord, NH 03301  
[DOJ-CPB@doj.nh.gov](mailto:DOJ-CPB@doj.nh.gov)

Dear Attorney General Foster:

I am writing on behalf of my client, The Fruitful Yield, Inc. ("Fruitful Yield"), to inform you that Fruitful Yield has been the victim of an unauthorized intrusion into the network of its e-commerce websites: FruitfulYield.com, NOW-2-U.com, and VitaminExperts.com. It recently came to Fruitful Yield's attention through an outside service provider for these websites that during the time period from January 7, 2016 to March 21, 2016, an unauthorized user gained access to the sites and may have acquired certain information about Fruitful Yield customers.

Fruitful Yield values the business of its customers and respects the privacy of their information. It began investigating the incident as soon as it learned of it on March 17, 2016 and took immediate action, including analyzing databases for unknown user accounts the attacker may have created and changing administrative account passwords. In addition, Fruitful Yield put security patches in place, removed files uploaded by the attacker, enhanced its Internet protocol ("IP") address encryption, updated its encryption keys, increased monitoring of log files, and further restricted access to its databases.

The personal information potentially exposed included: Customer name, credit card number, expiration date, and CVV.

Fruitful Yield's investigation into the incident is ongoing. Fruitful Yield only recently, on April 5, 2016, confirmed with its outside service provider that the personal information, as defined in N.H. Rev. Stat. § 359-C:19(III), of residents of New Hampshire was affected by the incident. As of today, Fruitful Yield believes that the personal information of twenty-one New Hampshire residents was exposed. Fruitful Yield will be sending notice to these individuals beginning on April 20, 2016. A sample notice is enclosed.

If you have any questions or require additional information, please feel free to contact me at 202-799-4382, or [Michelle.Anderson@dlapiper.com](mailto:Michelle.Anderson@dlapiper.com).

Sincerely,

Michelle Anderson  
Associate  
DLA Piper LLP (US)

Encl.



<<MemberFirstName>> <<MemberLastName>>  
<<Address1>>  
<<Address2>>  
<<City>>, <<State>> <<Zip Code>>

<<Date>> (Format: Month Day, Year)

### Notice of Data Breach

Dear <<MemberFirstName>> <<MemberLastName>>,

You are receiving this notice because of a data security incident that may have involved some of your personal information from a recent purchase you made either via telephone or online from one of the following Fruitful Yield, Inc. ("Fruitful Yield") e-commerce websites: FruitfulYield.com, NOW-2-U.com, and VitaminExperts.com.

Just because you made a purchase on one of these websites does not mean you are a victim of fraud. We encourage you to review the information in this letter for steps that you can take to protect yourself against the potential misuse of your information.

### What Happened?

It recently came to our attention from one of the outside service providers for these websites that during the time period from January 7, 2016 to March 21, 2016, an unauthorized person gained access to the affected sites and may have acquired certain information about our customers. We first learned of the incident from our service provider on March 17, 2016 and have been working closely with them to identify persons potentially affected. This notice has not been delayed because of a law enforcement investigation.

We value your business, respect the privacy of your information, and take this matter very seriously. We began investigating the incident as soon as we learned of it and took immediate action, including analyzing our databases for unknown user accounts the unauthorized user may have created and changing administrative account passwords.

### What Information Was Involved?

The personal information potentially exposed included:

- Customer name and address
- Credit card number and expiration date and CVV
- Customer username and password for the websites

### What Are We Doing?

In addition to the steps noted above, we have put security patches in place, removed files uploaded by the unauthorized user, enhanced our Internet protocol ("IP") address encryption, updated encryption keys, increased monitoring of log files, and further restricted access to our databases.

### What You Can Do.

While we will continue to take steps to improve our security, there are also some steps that you can take to help protect yourself, such as:

- *Regularly Reviewing Your Credit Card Statements.* We recommend you remain vigilant by regularly reviewing your credit card statements and immediately alerting your credit card issuing bank of any suspicious charges. This is the most important step that you can take to detect and prevent any unauthorized use of your credit card number.

- *Changing Your Passwords.* Fruitful Yield does not store plain text passwords in its database, but it is possible that the unauthorized user had access to passwords in plain text before they reached our database. We urge you immediately to change any password that you use at the FruitfulYield.com, NOW-2-U.com, or VitaminExperts.com websites. Additionally, we highly recommend that you change these passwords on other online sites if you use the same or a very similar password at those sites.
- *Obtaining a Free Credit Report.* You may request a free copy of your U.S. credit report once every 12 months by visiting [www.annualcreditreport.com](http://www.annualcreditreport.com) or by calling 1-877-322-8228 toll free. You can print a copy of the request form at <http://www.ftc.gov/bcp/menus/consumer/credit/rights.shtm>. You also may want to consider contacting one of the major credit bureaus listed below to place a fraud alert on your credit reports:

**Equifax:** 800 525-6285; [www.equifax.com](http://www.equifax.com); P.O. Box 740231, Atlanta, GA 30374-0241;

**Experian:** 888 397-3742; [www.experian.com](http://www.experian.com); P.O. Box 9532, Allen, TX 75013;

**TransUnion:** 800 680-7289; [www.transunion.com](http://www.transunion.com); Fraud Victim Assistance Division, P.O. Box 6790, Fullerton, CA 92834-6790

#### **Other Important Information.**

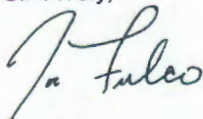
- *Federal Trade Commission and Law Enforcement.* If you believe you are the victim of identity theft, you should immediately contact your local law enforcement agency, your state's attorney general, or the Federal Trade Commission. Please visit <http://www.ftc.gov/idtheft> or call 1-877-ID-THEFT (877-438-4338), or write to the Federal Trade Commission, 600 Pennsylvania Avenue, NW, Washington, DC 20580 for additional guidance. Your complaint will be added to the FTC's Identity Theft Data Clearinghouse, where it will be accessible to law enforcement for investigation.
- *For residents of Maryland or North Carolina.* For information on how to avoid identity theft or to contact your state's attorney general, please use the information below:

**Maryland Attorney General**, 1-410-576-6491, [idtheft@oag.state.md.us](mailto:idtheft@oag.state.md.us), Identity Theft Unit, Attorney General of Maryland, 200 St. Paul Place, 16th Floor, Baltimore, MD 21202, <https://www.oag.state.md.us/>; **North Carolina Attorney General**, 1-877-566-7226 (within North Carolina) or 1-919-716-6000 (if outside North Carolina), [consumer@ncdoj.gov](mailto:consumer@ncdoj.gov), Consumer Protection Division, Attorney General's Office, Mail Service Center 9001, Raleigh, NC 27699-9001, <http://www.ncdoj.gov>

#### **For More Information.**

Fruitful Yield sincerely apologizes for any inconvenience this may cause you. We appreciate that you have chosen to do business with us and we are committed to taking the necessary steps to regain your trust. Should you have any questions or concerns, please call 1-???-???-????, Monday through Friday from 8:00 a.m. to 5:00 p.m. Central Time. Your membership number is <<MemberID>>. Please have this number ready when you call.

Sincerely,



Joe Fulco  
General Manager  
The Fruitful Yield, Inc.