

Gerten Greenhouse & Garden Center, Inc.  
Return to IDX  
10300 SW Greenburg Rd. Suite 570  
Portland, OR 97223

To Enroll, Please Call:  
1-833-903-3648  
Or Visit:  
[https://app.idx.us/account-  
creation/protect](https://app.idx.us/account-creation/protect)  
Enrollment Code: <<XXXXXXXXXX>>

<<First Name>> <<Last Name>>  
<<Address1>> <<Address2>>  
<<City>>, <<State>> <<Zip>>

September 14, 2022

**Re: Notice of Data <<Variable Data 1>>**

Dear <<First Name>> <<Last Name>>,

Gerten Greenhouse & Garden Center, Inc. (“Gertens”) is writing to notify you of a data security incident relating to your purchase through our online store, gertens.com, which may have involved your payment card information. At Gertens, we take the privacy and security of your information very seriously. We are writing to both inform you of the incident, and to advise you about steps you can take to protect your information.

**What Happened?** On June 15, 2022, we were alerted of unusual activity involving Gertens’ online store. Upon discovering this activity, we took immediate steps to further secure our website and customer information. We also engaged a nationally-recognized digital forensics firm to conduct an independent investigation into what happened and determine whether any customer payment card information had been accessed or acquired without authorization.

**What Information was Involved?** After an extensive forensics investigation, we determined on August 18, 2022 that this incident may have involved payment card information of customers who purchased products through our online store between May 14, 2022 and July 21, 2022. We then worked diligently to identify all potentially affected customers. The information that may have been involved includes names, email addresses, payment card numbers, expiration dates, and security codes.

**What Are We Doing?** As soon as we discovered the incident, we took the steps discussed above. In addition, we reported the matter to the payment card brands and law enforcement in an effort to protect your information and prevent fraudulent activity. In order to reduce the likelihood of a similar incident occurring in the future, we have implemented additional measures to enhance the security of our e-commerce platform.

Additionally, Gertens is providing you with information about steps that you can take to help protect your personal information and is offering you complimentary identity protection services through IDX, a data breach and recovery services expert. IDX identity protection services include: 12 months of CyberScan monitoring, a \$1,000,000 insurance reimbursement policy, and fully managed identity recovery services. Please note that your deadline to enroll is December 14, 2022.

**What You Can Do.** You can follow the recommendations included with this letter to protect your personal information. We recommend that you review your current and past credit and debit card account statements for discrepancies or unusual activity. If you see anything that you do not understand or that looks suspicious, or if you suspect that any fraudulent transactions have taken place, you should call the bank that issued the credit or debit card immediately.

In addition, you can contact IDX’s Certified Recovery Advocates at 1-833-903-3648, who will work on your behalf to help resolve these issues. IDX’s Certified Recovery Advocates are available Monday through Friday from 8:00 am to 8:00 pm Central Time.

**For More Information:** If you have any questions or need assistance, we encourage you to contact our dedicated call center at 1-833-903-3648 between 8:00 am to 8:00 pm Central Time.

We take our customers' trust in Gertens and this matter very seriously. Please accept our apologies for any concern or inconvenience this may cause you.

Sincerely,

Gino Pitera, Treasurer

Gerten Greenhouses and Garden Center, Inc.  
5500 Blaine Avenue  
Inver Grove Heights, MN 55076

## STEPS YOU CAN TAKE TO FURTHER PROTECT YOUR INFORMATION

**Review Your Account Statements and Notify Law Enforcement of Suspicious Activity:** As a precautionary measure, we recommend that you remain vigilant by reviewing your account statements and credit reports closely. If you detect any suspicious activity on an account, you should promptly notify the financial institution or company with which the account is maintained. You also should promptly report any fraudulent activity or any suspected incidence of identity theft to proper law enforcement authorities, your state attorney general, and/or the Federal Trade Commission (FTC).

**Request a Copy of Your Credit Report:** You may obtain a free copy of your credit report from each of the three major credit reporting agencies once every 12 months by visiting <https://www.annualcreditreport.com>, calling toll-free 1-877-322-8228, or by completing an Annual Credit Report Request Form and mailing it to Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348. You also can contact one of the following three national credit reporting agencies:

**Equifax**

P.O. Box 105851  
Atlanta, GA 30348  
1-800-525-6285  
[www.equifax.com](http://www.equifax.com)

**Experian**

P.O. Box 9532  
Allen, TX 75013  
1-888-397-3742  
[www.experian.com](http://www.experian.com)

**TransUnion**

P.O. Box 1000  
Chester, PA 19016  
1-800-916-8800  
[www.transunion.com](http://www.transunion.com)

**Place a Fraud Alert:** You may want to consider placing a fraud alert on your credit report. An initial fraud alert is free and will stay on your credit file for at least one year. The alert informs creditors of possible fraudulent activity within your report and requests that the creditor contact you prior to establishing any accounts in your name. To place a fraud alert on your credit report, contact any of the three credit reporting agencies identified above. Additional information is available at <https://www.annualcreditreport.com>.

**Put a Security Freeze:** You have the right to put a security freeze on your credit file for up to one year at no cost. This will prevent new credit from being opened in your name without the use of a PIN number that is issued to you when you initiate the freeze. A security freeze is designed to prevent potential creditors from accessing your credit report without your consent. As a result, using a security freeze may interfere with or delay your ability to obtain credit. You must separately place a security freeze on your credit file with each credit reporting agency. In order to place a security freeze, you may be required to provide the consumer reporting agency with information that identifies you, including your full name, Social Security Number, date of birth, current and previous addresses, a copy of your state-issued identification card, and a recent utility bill, bank statement or insurance statement.

**Additional Free Resources:** You can obtain information from the consumer reporting agencies, the FTC, or from your respective state Attorney General about fraud alerts, security freezes, and steps you can take toward preventing identity theft. You may report suspected identity theft to local law enforcement, including to the FTC or to the Attorney General in your state.

**Federal Trade Commission (FTC)**

600 Pennsylvania Ave, NW  
Washington, DC 20580  
[consumer.ftc.gov](http://consumer.ftc.gov), and  
[www.ftc.gov/idtheft](http://www.ftc.gov/idtheft)  
1-877-438-4338

**Maryland Attorney General**

200 St. Paul Place  
Baltimore, MD 21202  
[oag.state.md.us](http://oag.state.md.us)  
1-888-743-0023

**New York Attorney General**

Bureau of Internet and Technology  
Resources  
28 Liberty Street  
New York, NY 10005  
1-212-416-8433

**North Carolina Attorney General**

9001 Mail Service Center  
Raleigh, NC 27699  
[ncdoj.gov](http://ncdoj.gov)  
1-877-566-7226

**Rhode Island Attorney General**

150 South Main Street  
Providence, RI 02903  
<http://www.riag.ri.gov>  
1-401-274-4400

**Washington D.C. Attorney General**

441 4th Street, NW  
Washington, DC 20001  
[oag.dc.gov](http://oag.dc.gov)  
1-202-727-3400

**You also have certain rights under the Fair Credit Reporting Act (FCRA):** These rights include to know what is in your file; to dispute incomplete or inaccurate information; to have consumer reporting agencies correct or delete inaccurate, incomplete, or unverifiable information; as well as other rights. For more information about the FCRA and your rights pursuant to the FCRA, please visit <https://www.consumer.ftc.gov/articles/pdf-0096-fair-credit-reporting-act.pdf>.



Aubrey L. Weaver  
550 E. Swedesford Road, Suite 270  
Wayne, Pennsylvania 19087  
Aubrey.Weaver@lewisbrisbois.com  
Direct: 215.253.7506

September 14, 2022

**VIA EMAIL**

Attorney General John Formella  
Office of the Attorney General  
Consumer Protection Bureau  
33 Capitol Street  
Concord, NH 03301  
Phone: (603) 271-3643  
Fax: (603) 271-2110  
Email: [DOJ-CPB@doj.nh.gov](mailto:DOJ-CPB@doj.nh.gov)

Re: Notice of Data Security Incident

Dear Attorney General Formella:

We represent the Gerten Greenhouse & Garden Center, Inc. (“Gertens”), a greenhouse and garden center located in Inver Grove Heights, Minnesota, with both physical and online stores. This letter is being sent because personal information belonging to New Hampshire residents may have been involved in a recent data security incident. The potentially affected information included residents’ names, email addresses, payment card numbers, expiration dates, and security codes.

On June 15, 2022, Gertens learned of unusual activity involving Gertens’ online store. In response, Gertens took immediate steps to further secure its website and customer information and initiated an investigation through a nationally-recognized digital forensics firm. After a thorough investigation, it was determined on August 18, 2022, that the incident may have involved payment card information of customers who purchased products through Gertens’ online store between May 14, 2022 and July 21, 2022. Gertens then worked diligently to identify all potentially affected customers. On September 2, 2022, Gertens identified two (2) potentially affected New Hampshire residents whose information may have been involved.

Gertens notified the potentially affected New Hampshire residents of this incident via the attached sample letter on September 14, 2022. In so doing, Gertens offered notified individuals complimentary identity protection services through IDX. These services include CyberScan monitoring, a

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\$1,000,000 insurance reimbursement policy, and fully managed identity recovery services. Gertens has also reported this incident to law enforcement and will cooperate with investigate efforts.

Gertens takes the privacy and security of all information in its possession very seriously. If you have any questions or need additional information, please do not hesitate to contact me at (215) 253-7506 or [Aubrey.Weaver@lewisbrisbois.com](mailto:Aubrey.Weaver@lewisbrisbois.com).

Sincerely,

Aubrey L. Weaver of  
LEWIS BRISBOIS BISGAARD & SMITH LLP

Enc.: Sample Consumer Notification Letter