



MULLEN
COUGHLIN_{LLC}

RECEIVED

JUL 10 2017

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CONSUMER PROTECTION

July 7, 2017

INTENDED FOR ADDRESSEE(S) ONLY

VIA U.S. MAIL

Attorney General Gordon J. MacDonald
Office of the New Hampshire Attorney General
Attn: Security Breach Notification
33 Capitol Street
Concord, NH 03301

Re: Notice of Data Event

Dear Sir:

We represent Golf & Ski Warehouse, Inc., 290 Plainfield Road, West Lebanon, New Hampshire 03784 ("Golf & Ski"), and are writing to notify your office of an incident affecting Golf & Ski's e-commerce site, www.golfskiwarehouse.com, that may affect the security of personal information relating to certain New Hampshire residents. By providing this notice, Golf & Ski 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

Golf & Ski has been investigating some unusual files on its e-commerce website www.golfskiwarehouse.com. Golf & Ski immediately began to work with third-party forensic experts to investigate these files to determine what they do and how they were placed on the e-commerce site. In mid May, 2017, it was determined that these files were signs of a sophisticated cyber-attack that resulted in the potential compromise of some customers' debit and credit card data used at www.golfskiwarehouse.com between March 8, 2016 and April 13, 2017. This incident did not affect in-store purchases at any Golf & Ski locations, only online purchases.

Since discovering the files, Golf & Ski has been working with third-party forensic investigators to determine what happened, what information was affected and to whom that information may relate. Golf & Ski has also been working to implement additional procedures to further protect the security of customer debit and credit cards. Golf & Ski removed the malicious files at issue

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on April 13, 2017 which prevents any further unauthorized access to customer debit or credit card information. Customers can safely use their payment card at www.golfskiwarehouse.com.

Notice to New Hampshire Residents

Through the ongoing third-party forensic investigations, Golf & Ski confirmed in mid May, 2017 that malicious files may have stolen credit or debit card data from some credit and debit cards used at www.golfskiwarehouse.com between March 8, 2016 and April 13, 2017. The information at risk as a result of this event includes the cardholder's name, address, card number, expiration date and CVV. Golf & Ski determined that payment card information relating to seven hundred sixty-four (764) New Hampshire residents may be at risk as a result of the malicious files. Golf & Ski is providing written notice of this incident to these potentially impacted New Hampshire residents beginning on or about July 7, 2017, in substantially the same form as the letter attached hereto as *Exhibit A*.

Other Steps Taken and To Be Taken

Golf & Ski has established a dedicated hotline for individuals to contact with questions or concerns regarding this incident. Golf & Ski is providing all potentially impacted individuals with complimentary access to Fraud Consultation and Identity Theft Restoration services for one year. Additionally, Golf & Ski is providing potentially impacted individuals with helpful information on how to protect against identity theft and fraud, including how to place a fraud alert and security freeze on one's credit file, the contact information for the national consumer reporting agencies, 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, state attorney general, and law enforcement to report attempted or actual identity theft and fraud. Golf & Ski is also providing written notice of this incident to other state regulators and the national consumer reporting agencies as necessary.

Contact Information

Should you have any questions regarding this notification or other aspects of the data security event, please contact us at 267-930-4786.

Very truly yours,



Ryan C. Loughlin of
MULLEN COUGHLIN LLC

RCL

Exhibit A



<<MemberFirstName>> <<MemberMiddleName>> <<MemberLastName>> <<Date>> (Format: Month Day, Year)
<<Address1>>
<<Address2>>
<<City>>, <<State>> <<ZipCode>>

Re: Notice of Data Breach

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

We recently learned that we were the victims of a sophisticated cyber-attack that may affect the security of your payment information. We are providing you with information about the incident, steps we are taking in response, and steps you can take to protect against fraud should you feel it is appropriate.

We have not been able to notify you sooner as we first had to determine the scope of the information that may have been compromised and better understand the notification requirements in each state. The potential incident only relates to purchases made on our website. Any customers who made purchases in one of our four stores have not been affected.

Please understand that we take the security of our customers' information very seriously. We are taking all of the necessary steps to ensure our website is secure going forward and deeply regret that this incident occurred.

What Happened? Recently we have been investigating unusual files on our e-commerce website. We have been working with third-party forensic experts to investigate these files to determine what they do and how they were placed on our e-commerce site. In mid-May, 2017, we determined that these files were signs of a sophisticated cyber-attack that resulted in the potential compromise of some customers' debit and credit card data used at www.golfskiwarehouse.com between March 8, 2016 and April 13, 2017. This incident did not affect in-store purchases at any Golf & Ski locations, only online purchases.

Since discovering the files, we have been working with the third-party forensic investigators to determine what happened, what information was affected and to whom that information may relate. Golf & Ski has also been working to implement additional procedures to further protect the security of customer debit and credit cards including the removal of the malicious files at issue which prevents any further unauthorized access to customer debit or credit card information. Through this process, we can now confirm that you can safely use your payment card at our website.

What Information Was Involved? Through the ongoing third-party forensic investigations, we confirmed that malicious files may have stolen credit or debit card data from some credit and debit cards used at www.golfskiwarehouse.com between March 8, 2016 and April 13, 2017. The information at risk as a result of this event includes your name, address, card number, expiration date and CVV.

What We Are Doing. We sincerely apologize for any inconvenience or concern this may cause you. We take this incident very seriously and the trust of our customers is paramount to us.

We continue to work with third-party forensic investigators to ensure the security of our systems and will do everything in our power to secure your information in the future.

To help relieve concerns and restore confidence following this incident, we have secured the services of Kroll to provide Fraud Consultation and Identity Theft Restoration at no cost to you for one year. Kroll is a global leader in risk mitigation and response, and their team has extensive experience helping people who have sustained an unintentional exposure of confidential data.

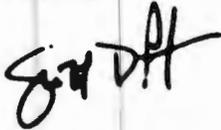
Your Membership Number is: <<Member ID>>

What You Can Do. Please review the enclosed Privacy Safeguards Information for additional information on how to better protect against identity theft and fraud. We encourage you to remain vigilant against incidents of identity theft by reviewing your account statements regularly and monitoring 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 bureaus. To order a 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 their credit report.

For More Information. Should you have any questions about the content of this letter or ways you can better protect yourself from the possibility of identity theft, we encourage you to call the dedicated assistance line, staffed by professionals who are experienced in working through situations like this, at 1-888-202-2931 between 9:00 a.m. and 6:00 p.m. ET, Monday through Friday, excluding major holidays.

Please accept our genuine apologies.

Sincerely,

A handwritten signature in black ink, appearing to read "Scott D. Peters". The signature is stylized and cursive.

Scott D. Peters
President
Golf & Ski Warehouse

PRIVACY SAFEGUARDS INFORMATION

You have been provided with access to the following services from Kroll:

Fraud Consultation

You have unlimited access to consultation with a Kroll fraud specialist. Support includes showing you the most effective ways to protect your identity, explaining your rights and protections under the law, assistance with fraud alerts, and interpreting how personal information is accessed and used, including investigating suspicious activity that could be tied to an identity theft event.

Identity Theft Restoration

If you become a victim of identity theft, an experienced Kroll licensed investigator will work on your behalf to resolve related issues. You will have access to a dedicated investigator who understands your issues and will do most of the work for you. Your investigator can dig deep to uncover all aspects of the identity theft, and then work to resolve it.

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

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, lift 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
(NY residents please call
securityfreeze
1-800-349-9960)
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/

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. The Federal Trade Commission also encourages those who discover that their information has been misused to file a complaint with them. **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 22 Rhode Island resident may be impacted by this incident. Customers have the right to file a police report if they 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, customers 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 as a result of a law enforcement investigation.