

MAY 29 2020

CONSUMER PROTECTION

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May 28, 2020

VIA FEDERAL EXPRESS

Attorney General Gordon J. MacDonald
Office of the Attorney General of New Hampshire
33 Capitol Street
Concord, NH 03301

Re: Data Security Incident Notification

Dear Attorney General MacDonald:

I am writing on behalf of Government Brands, LLC, 3025 Windward Plaza, Suite 200, Alpharetta, Georgia 30005, to inform you of a data security incident that affects one (1) New Hampshire resident. We sent the attached sample notification letter to the affected resident on May 27, 2020.

In 2019, Government Brands acquired certain assets of GovPSA. GovPSA, a payment solution used by local governments, held certain customer data on behalf of its local government customers. On April 6, 2020, the Company discovered information which led them to believe that there was a security vulnerability in a database hosting legacy GovPSA data. Once Government Brands discovered this information, the Company immediately engaged and utilized multiple cyber security experts to assist the Company in a forensic investigation of the incident. On April 15, 2020, the investigation determined that an unauthorized party may have gained access to and/or acquired some personal information in the GovPSA legacy data between the dates of August 21, 2019, and April 6, 2020. Following a detailed review of the affected data files, on April 29, 2020, Government Brands determined that some personally identifiable information may have been accessed or acquired by the unauthorized third party. The protected information exposed may include the affected resident's full name, social security number, driver's license number, and / or financial account information, such as a checking account number.

Government Brands implemented additional security measures designed to prevent such an incident from occurring again, including but not limited to the following: the training of employees on the secure transfer of data files.

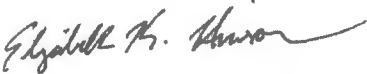
MORRIS, MANNING & MARTIN, LLP

In addition to providing notice to the affected New Hampshire resident, Government Brands is offering a free one-year subscription to NortonLifeLock LifeLock Defender™ Choice. This product will provide individuals with credit monitoring, web monitoring, fraud consultation and identity theft restoration services, and \$25,000 in identity theft insurance coverage. Government Brands has established a dedicated call center service so affected residents can speak with a live operator to assist them with obtaining these services.

Please let me know if you have any additional questions regarding the notification.

Sincerely,

MORRIS, MANNING & MARTIN, LLP

By: 

Elizabeth "Bess" Hinson
Partner

Enclosure

May 27, 2020

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Notice of Data Breach

Dear [REDACTED],

Government Brands, LLC (“Government Brands”) is committed to the highest quality services with the highest level of integrity, which is why we are writing to let you know about a data security incident that involves personally identifiable information which you submitted when paying a utility bill or court obligation. We are contacting you directly to explain the circumstances of the incident, the actions we are taking in response, and the resources we are making available to you.

What Happened?

In 2019, Government Brands acquired certain assets of GovPSA, a payment solution used by local governments. GovPSA held certain customer data in a database on behalf of its local government customers. On April 6, 2020, we discovered information which led us to believe that there was a security vulnerability in a database hosting legacy GovPSA data. Once Government Brands discovered this information, we immediately engaged and utilized multiple cyber security experts to assist us in a forensic investigation of this incident.

On April 15, 2020, the investigation determined that an unauthorized party may have gained access to and/or acquired some personal information in the GovPSA legacy data between the dates of August 21, 2019, and April 6, 2020. Following a detailed review of the affected data files, on April 29, 2020, we determined that some of your personally identifiable information may have been accessed or acquired by the unauthorized third party.

Government Brands has reported this incident to the applicable state regulatory authorities, where required. We have implemented additional security measures designed to prevent such an incident from occurring again, including but not limited to the following: the training of employees on the secure transfer of data files.

What Information Was Involved?

As a result of this incident, an unauthorized person may have accessed or acquired some of your personal information, including your [REDACTED].

What We Are Doing

In order to help protect your personal information, we are offering you access to a one-year membership to **LifeLock Defender™ Choice** identity monitoring services at no cost to you.

To activate your membership online and get protection at no cost to you:

1. In your web browser, go directly to **www.LifeLock.com**. Click on the yellow “**START MEMBERSHIP**” button (*do not attempt registration from a link presented by a search engine*).
2. You will be taken to another page where, below the FOUR protection plan boxes, you may enter the **Promo Code:** [REDACTED] and click the “**APPLY**” button.
3. On the next screen, enter your [REDACTED] [REDACTED] and click the “**APPLY**” button.
4. Your complimentary offer is presented. Click the red “**START YOUR MEMBERSHIP**” button.
5. Once enrollment is completed, you will receive a confirmation email (*be sure to follow ALL directions in this email*).

Alternatively, to activate your membership over the phone, please call: 866-775-1946.

You will have until August 15th, 2020 to enroll in this service.

Once you have completed the LifeLock enrollment process, the service will be in effect. Your **LifeLock Defender™ Choice** membership includes:

- ✓ Primary Identity Alert System[†]
- ✓ 24/7 Live Member Support
- ✓ Dark Web Monitoring^{**}
- ✓ Norton™ Security Deluxe² (90 Day Free Subscription)
- ✓ Stolen Funds Reimbursement up to \$25,000^{†††}
- ✓ Personal Expense Compensation up to \$25,000^{†††}
- ✓ Coverage for Lawyers and Experts up to \$1 million^{†††}
- ✓ U.S.-Based Identity Restoration Team
- ✓ One-Bureau Credit Monitoring^{1**}
- ✓ Annual One-Bureau Credit Report & Credit Score^{1**}

The credit score provided is a VantageScore 3.0 credit score based on Equifax data. Third parties use many different types of credit scores and are likely to use a different type of credit score to assess your creditworthiness.

¹ If your plan includes credit reports, scores, and/or credit monitoring features (“Credit Features”), two requirements must be met to receive said features: (i) your identity must be successfully verified with Equifax; and (ii) Equifax must be able to locate your credit file and it must contain sufficient credit history information. IF EITHER OF THE FOREGOING REQUIREMENTS ARE NOT MET YOU WILL NOT RECEIVE CREDIT FEATURES FROM ANY BUREAU. If your plan also includes Credit Features from Experian and/or TransUnion, the above verification process must also be successfully completed with Experian and/or TransUnion, as applicable. If verification is successfully completed with Equifax, but not with Experian and/or TransUnion, as applicable, you will not receive Credit Features from such bureau(s) until the verification process is successfully completed and until then you will only receive Credit Features from Equifax. Any credit monitoring from Experian and TransUnion will take several days to begin after your successful plan enrollment.

No one can prevent all identity theft or cybercrime. [†] LifeLock does not monitor all transactions at all businesses.

² Norton Security Online provides protection against viruses, spyware, malware, and other online threats for up to 5 PCs, Macs, Android devices. Norton account features not supported in this edition of Norton Security Online. As a result, some mobile features for Android are not available such as anti-theft and mobile contacts backup. iOS is not supported.

^{**} These features are not enabled upon enrollment. Member must take action to get their protection.

††† Reimbursement and Expense Compensation, each with limits of up to \$25,000 for Defender Choice. And up to \$1 million for coverage for lawyers and experts if needed, for all plans. Benefits provided by Master Policy issued by United Specialty Insurance Company (State National Insurance Company, Inc. for NY State members). Policy terms, conditions and exclusions at: LifeLock.com/legal.

What You Can Do

We encourage you to remain vigilant with respect to your personal information and we encourage you to consider the following steps:

- Contact your credit card and other financial companies you have relationships with to alert them that your identity was compromised and to establish additional security on your personal accounts.
- If you have any accounts where your Social Security number is your username or password, please switch them to a distinct username or password.
- Closely monitor your financial accounts and, if you see any unauthorized activity, promptly contact your financial institution.
- Monitor your credit report at all three of the national credit reporting agencies. Even if you do not find any suspicious activity on your credit reports, we recommend that you check your credit report periodically.
- You can order a free copy of your credit report by visiting www.annualcreditreport.com, calling 877-322-8228, or completing the Annual Credit Report Form on the Federal Trade Commission website at <http://www.consumer.ftc.gov/articles/pdf-0093-annual-report-request-form.pdf>. The contact information for all three national credit reporting agencies is listed below.

Equifax	Experian	TransUnion
Phone: 800-685-1111 P.O. Box 740256 Atlanta, GA 30374 www.equifax.com	Phone: 888-397-3742 P.O. Box 9532 Allen, TX 75013 www.experian.com	Phone: 800-888-4213 P.O. Box 6790 Fullerton, CA 92834 www.transunion.com

- Consider placing a fraud alert message on your credit file. By placing this alert on your credit file, any company that requests your credit file will receive a message warning them that you may have been a victim of fraud. Companies that receive this alert may request that you provide proof of your identity. This step helps to protect you from accounts being opened or used by anyone other than yourself. If you would like to place a fraud alert on your credit file, call TransUnion at 1-800-680-7289 or request a fraud alert at <https://www.transunion.com/fraud-victim-resource/place-fraud-alert>.
- If you believe you are the victim of identity theft or have reason to believe your personal information has been misused, you should immediately contact the Federal Trade Commission and the Attorney General's office in your state.

Attorney General of North Carolina
114 West Edenton Street
Raleigh, North Carolina 27603
919-716-6400

- You can also obtain information from these sources about additional methods to prevent identity theft, and you can obtain information from the Federal Trade Commission and the consumer reporting agencies for more information regarding fraud alerts and security freezes. Contact information for the Federal Trade Commission is as follows:

Federal Trade Commission
Consumer Response Center
600 Pennsylvania Avenue, NW
Washington, D.C. 20580
1-877-438-4338
www.ftc.gov/idtheft

For More Information

We take the protection of your personal information very seriously and sincerely apologize for any inconvenience. If you have any questions regarding this notification, please contact 866-775-1946 or clientsupport@governmentbrands.com.

Sincerely,



Terry Chism
Chief Information Security Officer
Government Brands, LLC