

# MARSHALL DENNEHEY WARNER COLEMAN & GOGGIN

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Erie	FLORIDA
Harrisburg	Ft. Lauderdale
King of Prussia	Jacksonville
Philadelphia	Orlando
Pittsburgh	Tampa
Scranton	NEW YORK
NEW JERSEY	Long Island
Cherry Hill	New York City
Roseland	Westchester
DELAWARE	
Wilmington	

December 23, 2019

Via Email: [attorneygeneral@doj.nh.gov](mailto:attorneygeneral@doj.nh.gov)

Office of the Attorney General  
33 Capitol Street  
Concord, NH 03301

**RE: HelloTech, Inc.**  
**Our File No. 21263.00281**

Dear Sir or Madam:

We are writing to notify you of a data security incident involving 27 New Hampshire residents. We are submitting this notification on behalf of our client, HelloTech, Inc.

## Nature Of The Security Breach

HelloTech, Inc. is based in Los Angeles, California. On November 15, 2019, HelloTech was notified by a neutral party that he had accessed some HelloTech independent contractor data that inadvertently was publicly accessible. As a result, some of the personal information belonging to New Hampshire residents may have been exposed to others, including their first and last names, addresses and driver license information. The personal information did not include social security numbers or financial information. HelloTech secured the data the same day it was notified. HelloTech's investigation determined that the data was publicly accessible until it was secured but has not determined that anyone else accessed it. HelloTech is not aware of any misuse of personal information as a result of this incident.

The residents involved in this incident were forwarded letters notifying them of this incident on December 13, 2019. A copy of the form letter is attached hereto.

## Steps Taken Relating To The Incident

Upon being notified of this incident, HelloTech immediately secured all of the data. It also conducted an investigation to determine how the incident occurred and who was impacted. HelloTech has also reviewed its internal data management and protocols and have implemented enhanced security measures to help prevent such an incident from recurring.

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HelloTech has also arranged to have TransUnion protect the affected individuals' identity and credit for one year at no cost to them through its identify theft protection and credit monitoring services.

Should you need additional information regarding this matter, please contact me.

Very truly yours,

*/s/ David J. Shannon*

DAVID J. SHANNON

DJS:jl

Encl.



Return Mail Processing Center  
P.O. Box 6336  
Portland, OR 97228-6336

<<Mail ID>>

<<Name 1>>

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<<Address 1>>

<<Address 2>>

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<<Address 5>>

<<City>><<State>><<Zip>>

<<Country>>

<<Date>>

## NOTICE OF DATA BREACH

Dear <<Name 1>>:

HelloTech, Inc. takes the privacy and protection of its independent contractor's personal information very seriously. We are writing to inform you of a recent data security incident at HelloTech that may have involved some of your personal information. Please review the information provided in this letter for some steps that you may take to protect yourself against any potential misuse of your information.

### **What Happened**

On November 15, 2019, we were notified by a neutral party that they had accessed some HelloTech independent contractor data that inadvertently was publicly accessible. We secured the data the same day we were notified. Our investigation determined that the data was publicly accessible until it was secured but hasn't determined that anyone else accessed it. We are not aware of any misuse of your personal information as a result of this incident.

### **What Information Was Involved**

Based on our investigation, we have determined that the personal information that was accessible included first and last names, addresses, and driver license information and images. The personal information did not include Social Security numbers or financial information.

### **What We Are Doing**

Upon being notified of this incident on November 15, 2019, we immediately secured all of the data. We also conducted an investigation to determine how the incident occurred and who was impacted. We have also reviewed our internal data management and protocols and have implemented enhanced security measures to help prevent such an incident from recurring.

As an additional safeguard, we have arranged for you to enroll, at no cost to you, in an online credit monitoring service (*myTrueIdentity*) for one year provided by TransUnion Interactive, a subsidiary of TransUnion,<sup>®</sup> one of the three nationwide credit reporting companies.

### **How to Enroll: You can sign up online or via U.S. mail delivery**

- To enroll in this service, go to the *myTrueIdentity* website at [www.MyTrueIdentity.com](http://www.MyTrueIdentity.com) and, in the space referenced as "Enter Activation Code," enter the 12-letter Activation Code <<Activation Code>> and follow the three steps to receive your credit monitoring service online within minutes.
- If you do not have access to the Internet and wish to enroll in a similar offline, paper-based credit monitoring service, via U.S. Mail delivery, please call the TransUnion Fraud Response Services toll-free hotline at **1-855-288-5422**. When prompted, enter the six-digit telephone passcode <<Pass Code>> and follow the steps to enroll in the offline credit monitoring service, add an initial fraud alert to your credit file, or to speak to a TransUnion representative if you believe you may be a victim of identity theft.

You can sign up for the online or offline credit monitoring service anytime between now and <<Enrollment Deadline>>. Due to privacy laws, we cannot register you directly. Please note that credit monitoring services might not be available for individuals who do not have a credit file with TransUnion or an address in the United States (or its territories) and a valid Social Security number. Enrolling in this service will not affect your credit score.

**ADDITIONAL DETAILS REGARDING YOUR 12-MONTH COMPLIMENTARY CREDIT MONITORING SERVICE:**

- Once you are enrolled, you will be able to obtain one year of unlimited access to your TransUnion credit report and credit score.
- The daily credit monitoring service will notify you if there are any critical changes to your credit file at TransUnion, including fraud alerts, new inquiries, new accounts, new public records, late payments, changes of address, and more.
- The service also includes access to an identity restoration program that provides assistance in the event that your identity is compromised and up to \$1,000,000 in identity theft insurance with no deductible. (Policy limitations and exclusions may apply.)

**What You Can Do**

We recommend that you register for the complimentary credit monitoring services provided at no cost to you, as discussed in this notice. We also recommend that you review the enclosed “Information About Identity Theft Protection” reference guide, which describes additional steps that you may take to help protect yourself, including recommendations by the Federal Trade Commission.

**For More Information**

We sincerely apologize for this incident and regret any inconvenience it may cause you. Should you have questions or concerns regarding this matter, please contact our call center dedicated to this incident at 833-991-0973, Monday through Friday, 6 am to 6 pm Pacific Time (except holidays).

Sincerely,



Greg Steiner  
CEO  
HelloTech, Inc.

**Information About Identity Theft Prevention**

We recommend that you regularly review statements from your accounts and periodically obtain your credit report from one or more of the national credit reporting companies. You may obtain a free copy of your credit report once every 12 months from each of the three nationwide credit reporting agencies. To order your annual free credit report, please visit [www.annualcreditreport.com](http://www.annualcreditreport.com), or call toll-free 1-877-322-8228. You may also purchase a copy of your credit report by contacting one or more of the three national credit reporting agencies listed below.

<b>Equifax:</b>	P.O. Box 740241, Atlanta, Georgia 30374-0241, 1-800-685-1111, <a href="http://www.equifax.com">www.equifax.com</a>
<b>Experian:</b>	P.O. Box 2002, Allen, TX 75013, 1-888-397-3742, <a href="http://www.experian.com">www.experian.com</a>
<b>TransUnion:</b>	P.O. Box 2000, Chester, PA 19016, 1-800-888-4213, <a href="http://www.transunion.com">www.transunion.com</a>

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/or the Attorney General’s office in your state. You can obtain information from these sources about steps an individual can take to avoid identity theft as well as information about fraud alerts and security freezes. You should also contact your local law enforcement authorities and file a police report. Obtain a copy of the police report in case you are asked to provide copies to creditors to correct your records. Contact information for the Federal Trade Commission is as follows:

Federal Trade Commission, Consumer Response Center, 600 Pennsylvania Avenue, NW, Washington, DC 20580, 1-877-IDTHEFT (438-4338), [www.ftc.gov/idtheft](http://www.ftc.gov/idtheft)

**If you are a resident of Connecticut, Maryland, North Carolina or Rhode Island** you may contact and obtain information from your state attorney general at:

*Connecticut Attorney General's Office*, 55 Elm Street, Hartford, CT 06106, [www.ct.gov/ag](http://www.ct.gov/ag), 1-860-808-5318

*Maryland Attorney General's Office*, 200 St. Paul Place, Baltimore, MD 21202, [www.oag.state.md.us](http://www.oag.state.md.us), 1-888-743-0023 or 1-410-576-6300

*North Carolina Attorney General's Office*, 9001 Mail Service Center, Raleigh, NC 27699, [www.ncdoj.gov](http://www.ncdoj.gov), 1-919-716-6400 or 1-877-566-7226

*Rhode Island Attorney General's Office*, 150 South Main Street, Providence, RI 02903, [www.riag.ri.gov](http://www.riag.ri.gov), 1-401-274-4400.

**If you are a resident of Rhode Island**, under Rhode Island law, you have the right to obtain any police report filed in regard to this incident. There are 20 Rhode Island residents impacted by this incident.

**If you are a resident of West Virginia**, you have the right to ask that nationwide consumer reporting agencies place “fraud alerts” in your file to let potential creditors and others know that you may be a victim of identity theft, as described below. You also have a right to place a security freeze on your credit report, as described below.

**Fraud Alerts:** There are two types of fraud alerts you can place 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. You may ask that an initial fraud alert be placed on your credit report if you suspect you have been, or are about to be, a victim of identity theft. An initial fraud alert stays on your credit report for one year. You may have an extended alert placed on your credit report if you have already been a victim of identity theft with the appropriate documentary proof. An extended fraud alert stays on your credit report for seven years. You can place a fraud alert on your credit report by contacting any of the three national credit reporting agencies.

**Credit Freezes:** You have the right to put a credit freeze, also known as a security freeze, on your credit file, free of charge, so that no new credit can be opened in your name without the use of a PIN number that is issued to you when you initiate a freeze. A security freeze is designed to prevent potential credit grantors from accessing your credit report without your consent. If you place a security freeze, potential creditors and other third parties will not be able to get access to your credit report unless you temporarily lift the freeze. Therefore, using a security freeze may delay your ability to obtain credit.

There is no fee to place or lift a security freeze. Unlike a fraud alert, you must separately place a security freeze on your credit file at each credit reporting company. For information and instructions to place a security freeze, contact each of the credit reporting agencies at the addresses below:

**Experian Security Freeze**, P.O. Box 9554, Allen, TX 75013, [www.experian.com](http://www.experian.com)

**TransUnion Security Freeze**, P.O. Box 2000, Chester, PA 19016, [www.transunion.com](http://www.transunion.com)

**Equifax Security Freeze**, P.O. Box 105788, Atlanta, GA 30348, [www.equifax.com](http://www.equifax.com)

To request a security freeze, you will need to provide the following information:

1. Your full name (including middle initial as well as Jr., Sr., II, III, etc.)
2. Social Security number
3. Date of birth
4. If you have moved in the past five years, provide the addresses where you have lived over the prior five years
5. Proof of current address such as a current utility bill or telephone bill
6. A legible photocopy of a government issued identification card (state driver’s license or ID card, military identification, etc.)
7. If you are a victim of identity theft, include a copy of the police report, investigative report, or complaint to a law enforcement agency concerning identity theft

The credit reporting agencies have one business day after receiving your request by toll-free telephone or secure electronic means, or three business days after receiving your request by mail, to place a security freeze on your credit report. The credit bureaus must also send written confirmation to you within five 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 in order to allow a specific entity or individual access to your credit report, or to lift a security freeze for a specified period of time, you must submit a request through a toll-free telephone number, a secure electronic means maintained by a credit reporting agency, or by sending a written request via regular, certified, or overnight mail to the credit reporting agencies and include proper identification (name, address, and Social Security number) and the PIN number or password provided to you when you placed the security freeze as well as the identity 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 credit reporting agencies have one hour after receiving your request by toll-free telephone or secure electronic means, or three business days after receiving your request by mail, to lift the security freeze for those identified entities or for the specified period of time. To remove the security freeze, you must submit a request through a toll-free telephone number, a secure electronic means maintained by a credit reporting agency, or by sending a written request via regular, certified, or overnight mail to each of the three credit bureaus and include proper identification (name, address, and Social Security number) and the PIN number or password provided to you when you placed the security freeze. The credit bureaus have one hour after receiving your request by toll-free telephone or secure electronic means, or three business days after receiving your request by mail, to remove the security freeze.

**Fair Credit Reporting Act:** You also have rights under the federal Fair Credit Reporting Act, which promotes the accuracy, fairness, and privacy of information in the files of consumer reporting agencies. The FTC has published a list of the primary rights created by the FCRA (<https://www.consumer.ftc.gov/articles/pdf-0096-fair-credit-reporting-act.pdf>), and that article refers individuals seeking more information to visit [www.ftc.gov/credit](http://www.ftc.gov/credit). The FTC’s list of FCRA rights includes:

- You have the right to receive a copy of your credit report. The copy of your report must contain all the information in your file at the time of your request.
- Each of the nationwide credit reporting companies—Equifax, Experian, and TransUnion—is required to provide you with a free copy of your credit report, at your request, once every 12 months.
- You are also entitled to a free report if a company takes adverse action against you, like denying your application for credit, insurance, or employment, and you ask for your report within 60 days of receiving notice of the action. The notice will give you the name, address, and phone number of the credit reporting company. You are also entitled to one free report a year if you’re unemployed and plan to look for a job within 60 days; if you are on welfare; or if your report is inaccurate because of fraud, including identity theft.
- You have the right to ask for a credit score.
- You have the right to dispute incomplete or inaccurate information.
- Consumer reporting agencies must correct or delete inaccurate, incomplete, or unverifiable information.
- Consumer reporting agencies may not report outdated negative information.
- Access to your file is limited. You must give your consent for reports to be provided to employers.
- You may limit “prescreened” offers of credit and insurance you receive based on information in your credit report.
- You may seek damages from violators.
- Identity theft victims and active duty military personnel have additional rights.