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July 31, 2020

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

2020 AUG -1 PM 12:50
L F HUGER

Dear Attorney General for the State of New Hampshire:

I am writing as the attorney for Herbaria, an all natural soap company based out of St. Louis, Missouri. I want to make you aware that my client has recently learned that the system it used to process credit card and debit card transactions for certain purchases made through its website was compromised, which may have resulted in a compromise to credit card or debit card information of certain of your State's residents. We believe the date of such compromise started on or after June 11, 2020 and ended on July 15, 2020. We believe that one resident of your State may have been affected by this breach.

We began investigating the incident as soon as we learned of it and we engaged a third party to assist us. Since learning of this compromise, Herbaria has taken measures to ensure that future purchases through its site will be secure. We have determined that the information involved in this breach included customer name, customer billing and mailing address, credit or debit card number, and the card's expiration date and CVV.

Herbaria plans to send written notification through first class mail to the affected residents of your State. In this letter, we will be providing: (1) background information about the breach, including the timeframe of the breach; (2) the types of information that may have been compromised; (3) the steps that have been taken to address the breach and to prevent one from occurring again in the future; (4) information, including toll free telephone numbers, website and mailing addresses of the three credit reporting agencies; (5) information, including the toll free telephone number, website and mailing address of the Federal Trade Commission;



(6) information about ordering a free credit report; (7) information about requesting a security freeze and placing fraud alerts; (8) notice to remain vigilant in reviewing accounts and to report any suspected fraud to appropriate financial institutions; (9) a toll free telephone number and e-mail address for affected residents to contact Herbaria with questions; and (10) additional information unique to your State's data breach notification laws. We plan to mail these notices on July 31, 2020.

If you have any questions about this matter, you are welcome to contact me at 314-345-4725. My client regrets this has occurred and is committed to remain vigilant in the future to ensure its customers' personal information is protected.

Yours very truly,



Lucie F. Huger



July 31, 2020

Re: Notice of a Data Breach

Dear Herbaria Customer,

What Happened We were devastated to learn recently that the system we use to process transactions through our website was breached. This may have resulted in a compromise to your credit card or debit card from June 11, 2020 through July 15, 2020. We value you as our customers, many of whom are friends and family, and we are truly sorry.

What Information Was Involved The information involved included customer name, billing and mailing address, credit or debit card number, expiration date, and CVV.

What We Are Doing We have notified law enforcement of this breach. Though we had taken the steps recommended to ensure our network was secure, including PCI compliance monitoring, hackers prevailed. We have since removed the malware, migrated our site to a new dedicated server and now route all traffic to our website through a certified web security firm. Our website is protected with an advanced firewall with active malware detection scanning and the ability to block attempted hacks and attacks in real time.

What You Can Do We recommend that you closely review the information provided in this letter for steps you can take to protect yourself against potential misuse of your credit and debit card information. Remain vigilant for incidents of fraud and identity theft by regularly reviewing your account statements and monitoring free credit reports. If you discover any suspicious or unusual activity on your accounts or suspect fraud, report it immediately, and notify your financial institution.

To make amends, we have purchased identity theft protection for you called “*myTrueIdentity*.” The plan includes twelve months of monitoring services, a \$1,000,000 insurance reimbursement policy, educational materials, and access to identity protection specialists. *myTrueIdentity* is a service of Epiq, a leading data breach and recovery company who has partnered with TransUnion, one of the three nationwide credit reporting companies.

***myTrueIdentity* Details**

To enroll in *myTrueIdentity*, sign up online or via U.S. mail delivery.

To enroll in this service online, go to the *myTrueIdentity* website at www.myTrueIdentity.com and, in the space referenced as “Enter Activation Code,” enter the 12-letter Activation Code <<**Insert Unique 12-letter 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 <<Insert six-digit Passcode>> 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 November 30, 2020. *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.

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.)

If you discover any suspicious or unusual activity on your accounts and suspect fraud, be sure to report it immediately and notify your financial institution. In addition, you may contact the Federal Trade Commission (“FTC”), local law enforcement as well as your Attorney General to learn about steps you can take to protect yourself from identity theft. To learn more, you can go to the FTC’s website, www.consumer.gov/idtheft or call the FTC at (877) IDTHEFT (438-4338) or write to Federal Trade Commission, Consumer Response Center, 600 Pennsylvania Avenue, NW, Washington DC 20580. [FOR DC Residents: If you wish to contact the Office of the Attorney General for the District of Columbia, you can go to the website at www.oag.dc.gov, or call the Office at 202-727-3400 or write to the Office at 441 4th Street NW, Suite 1100 South, Washington DC 20001.] [FOR MD Residents: If you wish to contact the Maryland Office of the Attorney General, you can go to the website at www.marylandattorneygeneral.gov, or you can call the Office at 888-743-0023 or write to the Office at 200 St. Paul Place, Baltimore, MD 21202] [FOR RI Residents: If you wish to contact the Rhode Island Office of the Attorney General, you can go to the website at www.riag.ri.gov, or you can call the Office at 401-274-4400 or write to the Office at 150 S. Main Street, Providence, RI 02903]

The FTC and credit reporting agencies also provide information about fraud alerts and security freezes. You can add a fraud alert to your credit report file to help protect your credit information. A fraud alert can make it more difficult for someone to get credit in your name because it tells creditors to follow certain procedures to protect you, but it also may delay your ability to obtain credit. You may place a fraud alert in your file by calling just one of the three nationwide credit reporting agencies listed below. As soon as that agency processes your fraud alert, it will notify the other two agencies, which then must also place fraud alerts in your file. In addition, you can contact the nationwide credit reporting agencies regarding if and how you may place a security freeze on your credit report to prohibit a credit reporting agency from releasing information from your credit report without your prior written authorization.

In addition, under federal law, you are entitled to one free copy of your credit report every 12 months from each of the three nationwide credit reporting agencies: Equifax, Experian and TransUnion. If you discover information on your credit report arising from a fraudulent transaction, you should request that the credit reporting agency delete that information from your credit report file. You may obtain a free copy of your credit report by going to www.AnnualCreditReport.com or by calling (877) 322-8228. You may contact the nationwide credit reporting agencies at:

Equifax
(800) 525-6285
P.O. Box 740241 Atlanta,
GA 30374-0241
www.equifax.com

Experian
(888) 397-3742
P.O. Box 9532
Allen, TX 75013
www.experian.com

TransUnion
(800) 680-7289
Fraud Victim Assistance
Division
P.O. Box 6790
Fullerton, CA 92834-6790
www.transunion.com

More Information If you have questions about this matter, you are welcome to phone us at 866-628-7627 or email us at security@herbariasoap.com. Your future orders through our website should be safe and secure. Extra caution can be exercised by using PayPal, sending a check or money order, or phoning us with your credit card information.

Again, we regret any trouble this incident may have caused you. We will do all we can to protect your personal information. We hope we continue to earn your trust.

Sincerely,

Melissa Gibbs, Blake Larson, LaRee DeFreece, and Ken Gilberg

Herbaria Partners