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Elliott Siebers

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RECEIVED

JUN 14 2021

June 10, 2021

CONSUMER PROTECTION

VIA U.S. MAIL

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

RE: Hnilo Naturals LLC Data Security Incident

To Whom it May Concern:

I am writing to notify you of a security incident affecting Hnilo Naturals LLC, d/b/a Alitura Naturals (“Alitura”), a Nevada-based LLC and online retailer of health and cosmetic products. On May 5, 2021, as a part of a review of its systems prompted by a third-party notice of fraudulent activity, Alitura became aware of the presence of malicious code (or malware) on its website site. The company immediately took steps to remove the code. At this time, the company believes that the malicious code was on its website from early October 2020 to May 7, 2021.

Upon learning of this issue, Alitura immediately took steps to eliminate any further theft of its customers’ personal information, and began an internal investigation with the assistance of external technical experts. The following details are based on the current understanding of this incident, but may be subject to change:

This issue first came to Alitura’s attention on April 21, 2021, when a financial institution alerted Alitura that its website was suspected of being a common point of purchase for payment cards used in fraudulent transactions. Further investigation of the incident suggests that the malware was present at least as early as October 2020. As a result of this incident, the financial information of twenty-eight (28) individuals with New Hampshire addresses was impacted; specifically, those customers’ first and last name and payment card information that was used for authorized purchases on the website during the relevant timeframe.

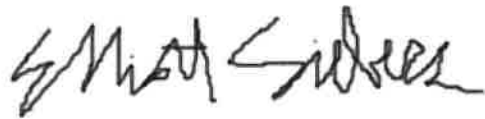
Alitura has eliminated the code that enabled the unauthorized access to its customers’ personal information, and has accelerated planned data security upgrades, including launching its new website on an e-commerce platform with more robust data security controls.

Hnilo Naturals LLC Data Security Incident
June 10, 2021
Page 2

Currently, Alitura is notifying its affected customers of this breach and alerting them to this issue. A sample of the letter notice being provided to the affected New Hampshire residents is attached, as is a list of the names of affected residents.

Please do not hesitate to contact me at (212)705-4821 if you have any questions.

Very truly yours,

A handwritten signature in black ink, appearing to read "Elliott Siebers". The signature is written in a cursive, somewhat stylized font.

Elliott Siebers

Enclosures

cc: Tanya Forsheit, Esq., Frankfurt Kurnit Klein & Selz PC

Hnilo Naturals LLC
PO Box 778253
Henderson, NV 89077

<<First>> <<Last>>
<<Address>>
<<City>>, <<State>> <<Zip>>

Re: Notice of Data Breach

Dear <<Name>>,

On behalf of Alitura Naturals, I write to inform you of a security incident that may have involved your personal information. We are sending this letter to fulfill our legal obligations, but also to provide you with information regarding what happened and additional steps we are taking to help protect your personal information. We apologize for any inconvenience this may cause you.

What Happened?

On May 5, 2021, as a part of a review of our systems prompted by a third-party notice of fraudulent activity which may have involved payment cards of customers who had visited our website www.alituranaturals.com between late 2020 and early 2021, we became aware of the presence of malicious code (or malware) on the site. We immediately removed the code. At this time, we believe that the malicious code was on our website from early October 2020 to May 7, 2021.

What Information Was Involved?

The personal information involved may have included your name, address, and debit and/or credit card information. As a result, this information may be at an increased risk of fraudulent use.

What We Are Doing

We are providing you with this notice to meet our legal obligations, but also so that you may take additional steps to protect yourself. In addition, we are taking several steps to further strengthen and enhance our information security controls to help prevent this from happening again, including accelerating the launch of our brand new website on an e-commerce platform with more robust data security.

What You Can Do

You should remain vigilant against identity theft, and we recommend that you review your bank or credit card statements carefully for unauthorized charges. If you do discover fraudulent charges, we recommend that you contact the fraud department at your bank or credit card company to cancel your card, and to request that a new one be issued.

Also, enclosed is an "Information about Identity Theft Protection" guide, which describes recommendations by the Federal Trade Commission regarding identity theft protection and details on how to place a fraud alert or a security freeze on your credit file.

For More Information

Your trust is of paramount importance to us, and we are taking this very seriously. We apologize for any inconvenience this incident may cause you. If you have any questions, please call 1-800-910-8624 from 10 a.m. and 5 p.m. PT Monday through Friday or email support@alituranaturals.com.

Sincerely,
Andy Hnilo
CEO

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Information about Identity Theft Protection

You may obtain a free copy of your credit report online at www.annualcreditreport.com, by calling toll-free 1-877-322-8228, or by mailing an Annual Credit Report Request Form (available at www.annualcreditreport.com) to: Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA, 30348-5281. You may also purchase a copy of your credit report by contacting one or more of the three national credit reporting agencies listed below.

Equifax, P.O. Box 740241, Atlanta, Georgia 30374-0241, 1-800-685-1111, www.equifax.com

Experian, P.O. Box 9532, Allen, TX 75013, 1-888-397-3742, www.experian.com

TransUnion, P.O. Box 6790, Fullerton, CA, 1-877-322-8228, www.transunion.com

Vigilance with respect to reviewing account statements and credit reports may help reduce fraud or identity theft. Any suspicious activity or suspected identity theft may be reported to the proper law enforcement authorities, including local law enforcement, your state's attorney general, and/or the Federal Trade Commission ("FTC"). You may contact the FTC or your state's regulatory authority to obtain additional information about avoiding and protection against identity theft: **All US citizens:** Federal Trade Commission, Consumer Response Center, 600 Pennsylvania Avenue, NW, Washington, D.C. 20580, 1-877-IDTHEFT (438-4338), www.ftc.gov/idtheft. Residents of the following states may also obtain information about preventing and avoiding identity theft by contacting their attorney general: **Iowa Residents:** Office of the Attorney General of Iowa, Consumer Protection, Website: www.iowaattorneygeneral.gov/, Email: consumer@ag.iowa.gov, Phone: 515-281-5926; **Maryland Residents:** Office of the Attorney General of Maryland, Consumer Protection Division 200 St. Paul Place Baltimore, MD 21202, www.oag.state.md.us/Consumer, Telephone: 1-888-743-0023 . **New York Residents:** Office of the Attorney General, The Capitol, Albany, NY 12224-0341; 1-800-771-7755; <https://ag.ny.gov/>. **North Carolina Residents:** Office of the Attorney General of North Carolina, Consumer Protection Division, 9001 Mail Service Center Raleigh, NC 27699-9001, www.ncdoj.gov, Telephone: 1-919-716-6400, 877-566-7226 (toll free within NC). **Oregon Residents:** Oregon Department of Justice, 1162 Court Street NE, Salem, OR 97301-4096, www.doj.state.or.us/, Telephone: 877-877-9392. **Rhode Island Residents:** Office of the Attorney General, 150 South Main Street, Providence, Rhode Island 02903, www.riag.ri.gov, Telephone: 401-274-4400. Under Rhode Island law, you have the right to obtain any police report filed in regard to this incident. There are 22 Rhode Island residents impacted by this incident. **Washington D.C. Residents:** Office of Attorney General for the District of Columbia, 400 6th St. NW, Washington, D.C. 20001; 1-202-442-9828; <https://oag.dc.gov>.

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Fraud Alerts: There are two types of fraud alerts that 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 at least 90 days. 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 at the toll-free numbers listed below:

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Equifax 800-525-6285	Experian 888-397-3742	TransUnion 800-680-7289
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Credit Freezes: You may have the right to put a credit freeze on your credit file 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 credit freeze is designed to prevent potential credit grantors from accessing your credit report without your consent. If you place a credit 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 credit freeze may delay your ability to obtain credit. It is of no cost to you, to place, lift, and/or remove a credit freeze. Unlike a fraud alert, you must separately place a credit freeze on your credit file at each credit reporting company. Since the instructions for how to establish a credit freeze differ from state to state, please contact the three major credit reporting companies as specified below to find out more information.

Equifax Security Freeze P.O. Box 105788 Atlanta, GA 30348 www.equifax.com	Experian Security Freeze P.O. Box 9554 Allen, TX 75013 www.experian.com	TransUnion (FVAD) P.O. Box 2000 Chester, PA 19022-2000 freeze.transunion.com
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You can obtain more information about fraud alerts and credit freezes by contacting the FTC or one of the national credit reporting agencies listed above. If you have additional questions about steps you can take to avoid identity theft, you can contact your state attorney general, or the FTC.

New Mexico Residents: You have rights pursuant to the Fair Credit Reporting Act, such as the right to be told if information in your credit file has been used against you, the right to know what is in your credit file, the right to ask for your credit score, and the right to dispute incomplete or inaccurate information. Further, pursuant to the Fair Credit Reporting Act, the 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 credit reports to be provided to employers; you may limit "prescreened" offers of credit and insurance you get based on information in your credit report; and you may seek damages from a violator. You may have additional rights under the Fair Credit Reporting Act not summarized here. Identity theft victims and active duty military personnel have specific additional rights pursuant to the Fair Credit Reporting Act. You can review your rights pursuant to the Fair Credit Reporting Act by visiting www.consumerfinance.gov/f/201504_cfpb_summary_your-rights-under-fcra.pdf, or by writing Consumer Response Center, Room 130-A, Federal Trade Commission, 600 Pennsylvania Ave. N.W., Washington, D.C. 20580

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