

February 2, 2021

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direct fax 404 541 3362  
TGlosson@kilpatricktownsend.com

Office of the Attorney General  
Attn: Consumer Protection and Antitrust Bureau  
33 Capitol Street  
Concord, NH 03301

***Re: Breach Notification***

To Whom It May Concern:

This letter serves to notify the Office of the Attorney General of a data security incident that appears to involve personal information pertaining to New Hampshire residents.

*How the incident occurred and was discovered:*

On Sunday, December 13th, 2020, The Honey Baked Ham Company, LLC (“HBH”) became aware of a ransomware attack on its systems. HBH and our firm as its counsel immediately retained CrowdStrike and contacted federal law enforcement. Clearly the goal of the attack, which focused on encryption of HBH’s stores and commercial website, was to interrupt the availability of HBH’s customer-facing systems in the heart of the Christmas season.

HBH was able to restore its systems and data from backups. In negotiation with the threat actor, we were able to ascertain that certain files were exfiltrated. On January 11th, we obtained copies of those files, and subsequently were able to determine that a small number of affected files contained social security numbers of HBH employees and owners of HBH franchises. Sensitive customer information such as payment card information or online credentials was not at risk, as it is completely outsourced by HBH to vendors whose systems were not attacked

HBH has gone to great lengths to protect its employees’ and franchisees’ data affected during this incident. Moreover, we do not know of or expect any misuse of their data. In an abundance of caution and out of concern for the privacy of our employees and franchisees, however, we are offering each one who resides in New Hampshire two years of credit monitoring as per the attached letter. HBH has 326 employees and franchisees in New Hampshire.

*Sample notice and credit monitoring details*

A sample of the notification that will be mailed out this week to affected individual is enclosed, together with details about the free credit monitoring service offered to recipients of the notification.

Please do not hesitate to reach out to me at the contact details above with any questions about this incident.

Sincerely,



Anthony D. Glosson

Return Mail Processing  
PO Box 589  
Claysburg, PA 16625-0589

January 26, 2021

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SAMPLE A SAMPLE - L02 NON-MA  
APT 123  
123 ANY ST  
ANYTOWN, US 12345-6789



Re: Notice of Data Breach

Dear Sample A Sample,

As you may know, HoneyBaked recently suffered and recovered from a malware attack. We do not know of or expect misuse of anyone's data as a result of this incident, but out of an abundance of caution and because we care about your privacy and security, we are making two years of credit monitoring available to you. This notice explains the incident, measures we have taken, and steps you can take in response.

**What happened?** On Sunday, December 13<sup>th</sup>, our systems became encrypted, blocking access to those systems. Clearly the goal of the attack was to interrupt our business in the heart of the Christmas season. We immediately brought in third-party experts on this type of malware and notified law enforcement. We were able to restore our systems and data from backups with a lot of help from our IT Department and many of you. We have done everything possible to protect your data, and do not know of or expect any misuse of anyone's data. Sensitive customer information such as payment card information or online credentials is completely outsourced to vendors whose systems were not attacked.

**What information was involved?** Again, we do not know of or expect misuse of anyone's data, but it is possible that your Social Security number or date of birth was temporarily exposed. If our continuing investigation turns up any evidence that your data was used inappropriately, we will let you know.

**What we are doing and what you can do:** HoneyBaked is committed to safeguarding your personal information and has taken prompt steps to enhance the protections that were already in place before this incident.

In an abundance of caution, to help protect your identity, we are offering a complimentary two-year membership of Experian's<sup>®</sup> IdentityWorks<sup>SM</sup>. This product provides you with superior identity detection and resolution of identity theft. To activate your membership and start monitoring your personal information please follow the steps below:

- Ensure that you **enroll by: April 30, 2021** (Your code will not work after this date.)
- **Visit** the Experian IdentityWorks website to enroll: <https://www.experianidworks.com/credit>
- Provide your **activation code: ABCDEFGHI**

If you have questions about the product, need assistance with identity restoration or would like an alternative to enrolling in Experian IdentityWorks online, please contact Experian's customer care team at 1-877-355-3282 by **April 30, 2021**. Be prepared to provide engagement number **DB24966** as proof of eligibility for the identity restoration services by Experian.

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## ADDITIONAL DETAILS REGARDING YOUR 24-MONTH EXPERIAN IDENTITYWORKS MEMBERSHIP:

A credit card is **not** required for enrollment in Experian IdentityWorks.

You can contact Experian **immediately** regarding any fraud issues, and have access to the following features once you enroll in Experian IdentityWorks:

- **Experian credit report at signup:** See what information is associated with your credit file. Daily credit reports are available for online members only.\*
- **Credit Monitoring:** Actively monitors Experian file for indicators of fraud.
- **Identity Restoration:** Identity Restoration agents are immediately available to help you address credit and non-credit related fraud.
- **Experian IdentityWorks ExtendCARE™:** You receive the same high-level of Identity Restoration support even after your Experian IdentityWorks membership has expired.
- **Up to \$1 Million Identity Theft Insurance\*\*:** Provides coverage for certain costs and unauthorized electronic fund transfers.

If you believe there was fraudulent use of your information and would like to discuss how you may be able to resolve those issues, please reach out to an Experian agent at 1-877-355-3282. If, after discussing your situation with an agent, it is determined that Identity Restoration support is needed, then an Experian Identity Restoration agent is available to work with you to investigate and resolve each incident of fraud that occurred (including, as appropriate, helping you with contacting credit grantors to dispute charges and close accounts; assisting you in placing a freeze on your credit file with the three major credit bureaus; and assisting you with contacting government agencies to help restore your identity to its proper condition).

Please note that this Identity Restoration support is available to you for one year from the date of this letter and does not require any action on your part at this time. The Terms and Conditions for this offer are located at [www.ExperianIDWorks.com/restoration](http://www.ExperianIDWorks.com/restoration). You will also find self-help tips and information about identity protection at this site.

**For more information**, please see the attached descriptions of other steps you can take.

We sincerely apologize for this incident and regret any inconvenience it may cause you. Should you have questions or concerns regarding this matter, please call 1-877-355-3282 toll-free Monday through Friday from 8 am – 10 pm Central, or Saturday and Sunday from 10 am – 7 pm Central (excluding major U.S. holidays). Be prepared to provide your engagement number DB24966. You may also contact us at [incidentquestions@hbham.com](mailto:incidentquestions@hbham.com).

Sincerely,



Linda van Rees  
Chief Executive Officer

\* Offline members will be eligible to call for additional reports quarterly after enrolling.

\*\* The Identity Theft Insurance is underwritten and administered by American Bankers Insurance Company of Florida, an Assurant company. Please refer to the actual policies for terms, conditions, and exclusions of coverage. Coverage may not be available in all jurisdictions.

## ADDITIONAL RESOURCES

### Contact information for the three nationwide credit reporting agencies:

**Equifax**, PO Box 740241, Atlanta, GA 30374, [www.equifax.com](http://www.equifax.com), 1-800-685-1111

**Experian**, PO Box 2104, Allen, TX 75013, [www.experian.com](http://www.experian.com), 1-888-397-3742

**TransUnion**, PO Box 2000, Chester, PA 119016, [www.transunion.com](http://www.transunion.com), 1-800-888-4213

**Free Credit Report.** It is recommended that you remain vigilant by reviewing account statements and monitoring your credit report for unauthorized activity, especially activity that may indicate fraud and identity theft. You may obtain a copy of your credit report, free of charge, 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 at **1-877-322-8228**.

You can also order your annual free credit report by mailing a completed Annual Credit Report Request Form (available from the U.S. Federal Trade Commission's ("FTC") website at [www.consumer.ftc.gov](http://www.consumer.ftc.gov)) to:

Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348-5281.

**For Colorado, Maine, and Vermont residents:** You may obtain one or more (depending on the state) additional copies of your credit report, free of charge. You must contact each of the credit reporting agencies directly to obtain such additional report(s).

**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 at least one year. You may have an extended alert placed on your credit report if you have already been a victim of identity theft and you have 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.

**Security Freeze.** You have the ability to place a security freeze, also known as a credit freeze, on your credit report free of charge.

A security freeze is intended to prevent credit, loans and services from being approved in your name without your consent. To place a security freeze on your credit report, you may use an online process, an automated telephone line, or submit a written request to any of the three credit reporting agencies listed above. The following information must be included when requesting a security freeze (note that, if you are requesting a security freeze for your spouse, this information must be provided for him/her as well): (1) full name, with middle initial and any suffixes; (2) Social Security number; (3) date of birth; (4) current address and any previous addresses for the past 5 years; and (5) any applicable incident report or complaint with a law enforcement agency or the Registry of Motor Vehicles. The request must also include a copy of a government-issued identification card and a copy of a recent utility bill or bank or insurance statement. It is essential that each copy be legible, and display your name, current mailing address, and the date of issue.

**Federal Trade Commission and State Attorneys General Offices.** 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 home state. You may also contact these agencies for information on how to prevent or minimize the risks of identity theft.

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

**For North Carolina residents:** You may contact the North Carolina Office of the Attorney General, Consumer Protection Division, 9001 Mail Service Center, Raleigh, NC 27699-9001, [www.ncdoj.gov](http://www.ncdoj.gov), 1-877-566-7226.

### Reporting of identity theft and obtaining a police report.

**For Oregon residents:** You are advised to report any suspected identity theft to law enforcement, the Federal Trade Commission, and the Oregon Attorney General.



