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April 22, 2021

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VIA E-MAIL (ATTORNEYGENERAL@DOJ.NH.GOV)

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

Re: Notification of a Data Security Incident

Dear Madam/Sir:

We represent Hudson Valley Farm Hub (“HVFH”) in connection with an incident that may have involved the personal information of one (1) New Hampshire resident and provide this notice on behalf of HVFH pursuant to N.H. REV. STAT. ANN. § 359-C:20. This notice will be supplemented, if necessary, with any new significant facts discovered subsequent to its submission. While HVFH is notifying you of this incident, HVFH does not waive any rights or defenses relating to the incident or this notice, or the applicability of New Hampshire law on personal jurisdiction.

NATURE OF THE SECURITY BREACH OR UNAUTHORIZED USE OR ACCESS

On February 21, 2021, HVFH discovered that an unknown, unauthorized third party accessed its computer system and encrypted some of its files in a ransomware attack. Upon discovering the incident, HVFH promptly began to contain the incident and restore its systems. HVFH’s investigation determined that the third party accessed HVFH’s system from January 22, 2021 until February 21, 2021. On March 15, 2021, HVFH determined that the third party may have accessed or acquired files that contained the personal information of certain individuals including, depending on the individual, their name, Social Security number, and driver’s license number. At this point, HVFH is not aware of any fraud or identity theft to any individual as a result of this incident.

NUMBER OF NEW HAMPSHIRE RESIDENTS AFFECTED

On April 8, 2021, HVFH determined that one (1) New Hampshire resident may have been involved in this incident. HVFH is notifying the New Hampshire resident of the incident by letter today, April 22, 2021. For individuals whose Social Security number or driver’s license number may have been involved, the notification letter will include an offer for twelve (12) months of

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complimentary credit monitoring and identity theft protection. Enclosed is a copy of the notice that is being sent to the New Hampshire resident via first-class United States mail.

STEPS TAKEN RELATING TO THE INCIDENT

Upon learning of the incident, HVFH promptly controlled the incident by preventing any further access to its system. It also engaged a forensic security firm to investigate and confirm the security of its computer systems. HVFH is undertaking efforts to reduce the risk of a similar incident occurring in the future, including enhancing its technical security measures. Finally, as discussed above, HVFH is notifying impacted individuals, providing free credit monitoring services, and providing individuals with information on how they can protect themselves against fraudulent activity and identity theft.

CONTACT INFORMATION

Please contact me if you have any questions or if I can provide you with any further information concerning this matter.

Very truly yours,

A handwritten signature in cursive script that reads "Bruce A. Radke".

Bruce A. Radke



<<Date>> (Format: Month Day, Year)

<<first_name>> <<middle_name>> <<last_name>> <<suffix>>
<<address_1>>
<<address_2>>
<<city>>, <<state_province>> <<postal_code>>
<<country >>

Dear <<first_name>> <<middle_name>> <<last_name>> <<suffix>>:

This letter is to advise you of a recent incident that may have involved some of your personal information, and although we have no reason to believe that any information has been misused for the purpose of committing fraud or identity theft, we are writing to inform you and to provide guidance on what you can do to protect yourself, should you feel it is appropriate to do so.

On February 21, 2021, we discovered that an unknown, unauthorized third party accessed our computer system and encrypted some of our files in a ransomware attack. Upon learning of the incident, we promptly contained the incident and began restoring our systems from backups. We also engaged a forensic security firm to investigate and confirm the security of our computer systems. The forensic investigation recently concluded and determined that the third party may have acquired certain information from our systems as a part of the incident.

Based on our review of the results of the forensic investigation, we determined that the third party may have acquired information that included your name and Social Security number. While the investigation did not find conclusive evidence that the third party acquired your information, and we have no evidence that your information has been misused, we are notifying you out of an abundance of caution.

Although we are not aware of any instances of fraud or identity theft, we are offering you a complimentary one-year membership of Experian IdentityWorksSM Credit 3B. This product helps detect possible misuse of your personal information and provides you with identity protection services focused on immediate identification and resolution of identity theft. IdentityWorks Credit 3B is completely free to you, and enrolling in this program will not hurt your credit score. **For more information on identity theft prevention and IdentityWorks Credit 3B, including instructions on how to activate your complimentary one-year membership, please see the additional information provided in this letter.**

We take our responsibility to safeguard your personal information very seriously, and we are sorry to have to inform you of this unfortunate attack on our system. We have taken steps to further reduce the risk of this type of incident occurring in the future and we will continue to monitor our technical security measures as well as explore new ones as they are made available.

We have engaged a firm by the name of Kroll to provide support in navigating questions around the information in this letter. For further assistance, please call [1-XXX-XXX-XXXX](tel:1-XXX-XXX-XXXX) from 9:00 a.m. – 6:30 p.m. Eastern Time, Monday through Friday.

Sincerely,

Brooke Pickering-Cole
Executive Director, Hudson Valley Farm Hub

ACTIVATING YOUR COMPLIMENTARY CREDIT MONITORING

To help protect your identity, we are offering a **complimentary** one-year membership of Experian IdentityWorksSM Credit 3B. This product helps detect possible misuse of your personal information and provides you with superior identity protection support focused on immediate identification and resolution of identity theft.

Activate IdentityWorks Credit 3B Now in Three Easy Steps

1. ENROLL by: <<EnrollmentDeadlineAd>> (Your code will not work after this date.)
2. VISIT the **Experian IdentityWorks website** to enroll: <https://www.experianidworks.com/3bcredit>
3. PROVIDE the **Activation Code**: <<b2b_text_2(MemberIDAd)>>

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 877-288-8057. Be prepared to provide engagement number <<Engagement#Ad>> as proof of eligibility for the identity restoration services by Experian.

ADDITIONAL DETAILS REGARDING YOUR 12-MONTH EXPERIAN IDENTITYWORKS CREDIT 3B MEMBERSHIP:

A credit card is **not** required for enrollment in Experian IdentityWorks Credit 3B.

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, Equifax and Transunion files for indicators of fraud.
- **Identity Restoration:** Identity Restoration specialists 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.

Activate your membership today at <https://www.experianidworks.com/3bcredit>
or call 877-288-8057 to register with the activation code above.

What you can do to protect your information: There are additional actions you can consider taking to reduce the chances of identity theft or fraud on your account(s). Please refer to www.ExperianIDWorks.com/restoration for this information. If you have any questions about IdentityWorks, need help understanding something on your credit report or suspect that an item on your credit report may be fraudulent, please contact Experian's customer care team at 877-288-8057.

* 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 Important Information

As a precautionary measure, we recommend that you remain vigilant to protect against potential fraud and/or identity theft by, among other things, reviewing your account statements and monitoring credit reports closely. If you detect any suspicious activity on an account, you should promptly notify the financial institution or company with which the account is maintained. You should also promptly report any fraudulent activity or any suspected incidents of identity theft to proper law enforcement authorities, including the police and your state's attorney general, as well as the Federal Trade Commission ("FTC").

You may wish to review the tips provided by the FTC on fraud alerts, security/credit freezes and steps you can take to avoid identity theft. For more information and to contact the FTC, please visit www.ftc.gov/idtheft or call 1-877-ID-THEFT (1-877-438-4338). You may also contact the FTC at Federal Trade Commission, 600 Pennsylvania Avenue, NW, Washington, DC 20580.

Credit Reports: You may obtain a free copy of your credit report once every 12 months from each of the three national credit reporting agencies by visiting www.annualcreditreport.com, by calling toll-free 1-877-322-8228, or by completing an Annual Credit Report Request Form and mailing it to Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348. You can print a copy of the request form at <https://www.annualcreditreport.com/manualRequestForm.action>.

Alternatively, you may elect to purchase a copy of your credit report by contacting one of the three national credit reporting agencies. Contact information for the three national credit reporting agencies for the purpose of requesting a copy of your credit report or for general inquiries is as follows:

Equifax
1-866-349-5191
www.equifax.com
P.O. Box 740241
Atlanta, GA 30374

Experian
1-888-397-3742
www.experian.com
P.O. Box 2002
Allen, TX 75013

TransUnion
1-800-888-4213
www.transunion.com
P.O. Box 2000
Chester, PA 19016

Fraud Alerts: You may want to consider placing a fraud alert on your credit report. A fraud alert is free and will stay on your credit report for one (1) year. The alert informs creditors of possible fraudulent activity within your report and requests that the creditor contact you prior to establishing any new accounts in your name. To place a fraud alert on your credit report, contact any of the three national credit reporting agencies using the contact information listed above. Additional information is available at www.annualcreditreport.com.

Credit and Security Freezes: You may have the right to place a credit freeze, also known as a security 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 the freeze. A credit freeze can be placed without any charge and 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. 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
1-888-298-0045
www.equifax.com
P.O. Box 105788
Atlanta, GA 30348

Experian Security Freeze
1-888-397-3742
www.experian.com
P.O. Box 9554
Allen, TX 75013

TransUnion Security Freeze
1-888-909-8872
www.transunion.com
P.O. Box 160
Woodlyn, PA 19094

Maryland Residents: Maryland residents can contact the Office of the Attorney General to obtain information about steps you can take to avoid identity theft from the Maryland Attorney General's office at: Office of the Attorney General, 200 St. Paul Place, Baltimore, MD 21202, (888) 743-0023, <http://www.marylandattorneygeneral.gov/>.

New York State Residents: New York residents can obtain information about preventing identity theft from the New York Attorney General's Office at: Office of the Attorney General for the State of New York, Bureau of Consumer Frauds & Protection, The Capitol, Albany, New York 12224-0341; <https://ag.ny.gov/consumer-frauds/identity-theft>; (800) 771-7755.

North Carolina Residents: North Carolina residents can obtain information about preventing identity theft from the North Carolina Attorney General's Office at: North Carolina Attorney General's Office, Consumer Protection Division, 9001 Mail Service Center, Raleigh, NC 27699-9001; 877-5-NO-SCAM (Toll-free within North Carolina); 919-716-6000; www.ncdoj.gov.

Rhode Island Residents: [We believe that this incident affected one Rhode Island resident.](#) Rhode Island residents can contact the Office of the Attorney general at: Rhode Island Office of the Attorney General, 150 South Main Street, Providence, RI 02903, (401) 274-4400, www.riag.ri.gov. You have the right to obtain any police report filed in regard to this incident. If you are the victim of identity theft, you also have the right to file a police report and obtain a copy of it.