

STATE OF NH
DEPT OF JUSTICE
2017 APR 12 AM 9:58

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April 11, 2017

VIA EMAIL AND FEDEX

Attorney General Joseph Foster
Office of the Attorney General
33 Capitol Street
Concord, NH 03301
DOJ-CPB@doj.nh.gov

Re: Data Breach Notification

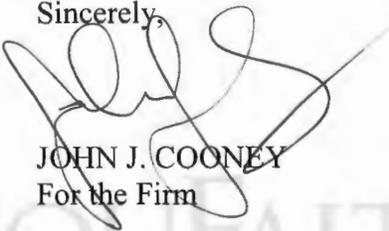
Dear Attorney General Foster:

We are cybersecurity counsel to ILKB, LLC. Since our report on March 6, 2017, we have continued to investigate the cybersecurity incident. Due to this investigation, we have recently uncovered new information regarding the previously reported incident. On March 24, 2017, we determined that intermittently between October 2016 and early January 2017 it appears that unauthorized persons may have accessed the private information of approximately seventy-four New Hampshire residents. We believe the attack likely originated from overseas with the potential assistance from internal resources, which resulted in a breach of a company web server. We reasonably believe that these unauthorized persons gained access to New Hampshire residents' private information, including first and last name, street address, email address, and credit/debit card information.

Pursuant to N.H. Rev. Stat. Ann. § 359-C:20(I)(b), we intend to notify residents on or about April 14, 2017. We have attached a copy of the notification that will be provided to residents to this letter.

Please be assured that ILKB is committed to its members' privacy and ILKB resources, including the cybersecurity team, are working daily to prevent and prepare for future threats. We do not anticipate any further notifications. Please feel free to contact me at 516-663-6673 with any questions or concerns.

Sincerely,


JOHN J. COONEY
For the Firm



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«Sal» «First» «Last»
«Address»
«Address_2»
«City», «State» «Zip»

Re: Notice of Data Breach

Dear «Sal» «Last»:

WHAT HAPPENED:

As a customer of ILKB, we want to inform you of a security concern that has recently arisen. On or about March 24, 2017, our third-party cybersecurity team reasonably determined that ILKB was the target of a sophisticated cyber-attack. As a result of our investigation, it appears that your private information may have been accessed by unauthorized persons intermittently between October 2016 and early January 2017. We believe an external source obtained unauthorized access to our server and managed to access personal customer information stored on the server.

WHAT INFORMATION WAS INVOLVED:

We reasonably believe that these unauthorized persons gained access to your private information, including first and last name, street address, email address, credit/debit card number, security code, and expiration date. We value you as a customer and we have worked diligently with our cybersecurity team to give you confidence in your kickboxing fitness journey with us.

WHAT WE ARE DOING:

We have retained a third-party team of forensic technical experts to assess and remediate any security concerns on our system. We are in the process of considering all options, including moving onto a managed server system and adding further protections to our security systems. Additionally, we retained cyber-counsel to ensure notifications to consumers like you were performed in compliance with the law.

WHAT YOU CAN DO:

As an initial step, we recommend that you contact your bank and credit card company, even if you do not suspect or are aware of any fraudulent activity. As recommended by the Federal Trade Commission (FTC), we suggest that you place a fraud alert on your credit file. A fraud alert tells creditors to contact you before they open any new accounts or change your existing accounts. Call any one of the three major credit



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bureaus. As soon as one credit bureau confirms your fraud alert, the others are notified to place fraud alerts. The initial fraud alert stays on your credit report for 90 days. You can renew it after 90 days. For more information, see the "Further Information and Steps You Should Take" guidance attached to this letter.

FOR MORE INFORMATION:

We value you as a customer and the trust you place in us. I want to personally assure you that ILKB is committed to your privacy in addition to providing the best kickboxing and fitness classes available. Should you have any questions, we have established a number for you to call at 516-268-6613.

Very truly yours,
Michael Parrella
Chief Executive Officer & Founder



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FURTHER INFORMATION AND STEPS YOU CAN TAKE

We recommend that you remain vigilant for an incident of fraudulent activity and/or identify theft by reviewing your account statements and monitoring your free credit reports. You are able to obtain a copy of your credit report from each of the three nationwide consumer credit reporting agencies:

Equifax

P.O. Box 740256
Atlanta, GA 30348
1-800-525-6285
equifax.com

Experian

P.O. Box 4554
Allen, TX 75013
1-888-397-3742
experian.com

TransUnion

P.O. Box 2000
Chester, PA 19016
1-800-680-7289
transunion.com

The FTC also suggests that you request that all three credit reports be sent to you, free of charge, for your review. Even if you do not find any suspicious activity on your initial credit reports, the FTC recommends that you check your credit reports periodically. If you believe you are the victim of identity theft, you should contact your local law enforcement, Attorney General's Office and/or the Federal Trade Commission. You can obtain from these sources more information about steps that you can take to avoid identify theft and information about fraud alerts and security freezes. Contact information for the Federal Trade Commission is Federal Trade Commission, 600 Pennsylvania Avenue, NW, Washington, DC 20580, 1-877-382-4357, <https://www.ftc.gov/>.

If you live in **Iowa**, you can also find out more information regarding steps to avoid identity theft from the Iowa Attorney General's Office: Office of the Attorney General of Iowa, Consumer Protection Division, 1305 E. Walnut Street, Des Moines, Iowa 50319-0106, 888-777-4590, <https://www.iowaattorneygeneral.gov/>.

If you live in **Maryland**, you can also find out more information regarding steps to avoid identity theft from the Maryland Attorney General's Office: The Maryland Office of the Attorney General, Consumer Protection Division, 200 St. Paul Place, Baltimore, MD 21202, 1-888-743-0023, www.marylandattorneygeneral.gov.



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If you live in **North Carolina**, you can also find out more information regarding steps to avoid identity theft from the North Carolina Attorney General's Office: The North Carolina Office of the Attorney General, 9001 Mail Service Center, Raleigh, NC 27699-9001, 1-877-566-7226
<http://www.ncdoj.gov/Home.aspx?lang=en-US>.

If you live in **New Mexico**, in addition to the rights set forth above, you have additional rights under the New Mexico Fair Credit Reporting and Identity Security Act, Chapter 56, Article 3A NMSA 1978.

If you live in **Oregon**, you can also find out more information regarding steps to avoid identity theft from the Oregon Attorney General's Office: Oregon Department of Justice, 1162 Court Street NE, Salem, OR 97301, 1-877-877-9392, <http://www.doj.state.or.us/pages/index.aspx>.