

RECEIVED

MAY 15 2017

CONSUMER PROTECTION

File No. 5016880-1

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May 12, 2017

VIA U.S. MAIL AND FACSIMILE: (603) 271-2110

Office of the New Hampshire Attorney General
Consumer Protection & Antitrust Bureau
33 Capitol Street
Concord, NH 03301

Re: Notice of Data Security Incident

I write on behalf of my client, Indigo Wild, to inform you that on April 17, 2017, Indigo Wild discovered a data security incident that involved the potential exposure of certain personally identifiable information of approximately 161 New Hampshire residents.

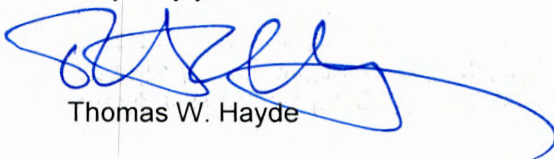
On April 17, 2017, Indigo Wild discovered that malicious code inserted into the e-commerce portion of its website by sophisticated cybercriminals may have stolen copies of personal information submitted by customers at the time of purchase. Indigo Wild's investigation has determined that the malicious code was present and may have exposed personal information of customers who placed orders through the website, from November 14, 2016 through April 17, 2017. The information put at risk by this incident includes customers' names, email addresses, billing addresses, telephone numbers, and payment card numbers, security codes, and expiration dates.

Immediately following the discovery of this incident, Indigo Wild remediated the issue to prevent the type of unauthorized access at issue, and notified the payment card networks. Indigo Wild made changes to its website and network systems, and implemented additional safeguards to improve data security. Indigo Wild has communicated and cooperated with law enforcement agencies regarding the incident.

A notification letter will be sent to the affected individuals via regular mail, on or about May 12, 2017. A sample copy of the notification letter is enclosed.

Indigo Wild remains dedicated to protecting its customers' personally identifiable information. If you have any questions or need additional information, please do not hesitate to contact me at thayde@spencerfane.com or 314-863-7733.

Very truly yours,



Thomas W. Hayde

TWH/kh

WA 9666989.1

Indigo Wild LLC
c/o ID Experts
PO Box 10426
Dublin, OH 43017-4026

May 12, 2017

Sample Customer
123 Sample St
Apt 2
Dublin, OH 43017-1234

Re: Notice of Data Breach

Dear Sample Customer,

We recently learned we were the victims of a data security incident that may have exposed the personal information you submitted to www.indigowild.com when making a purchase. We take the privacy and security of your information very seriously and are writing to inform you of the incident, steps we are taking in response, and steps you can take to protect your payment card information should you feel it is appropriate.

What Happened? On April 17, 2017, we discovered that malicious code inserted into our website by sophisticated cybercriminals may have stolen copies of personal information submitted to our website at the time of purchase. Our records indicate you made a purchase with us using a debit or credit card during the time from November 14, 2016 through April 17, 2017. While not all personal information submitted during this time period was necessarily affected, out of an abundance of caution, we are notifying you of this incident.

What Information Was Involved? The information possibly put at risk by this incident includes your name, email, billing address, telephone number, payment card number, security code, and expiration date.

What We Are Doing. We are notifying you of the incident and the steps you can take to protect your personal information. In addition, immediately following the discovery of the issue, we remediated the issue to prevent further access and notified the payment card networks. We communicated with law enforcement agencies regarding the incident. We have made changes to our system and implemented additional safeguards to improve data security. You can safely use your payment card on our website.

What You Can Do. You can follow the recommended steps on the reverse page of this letter to learn more on how to protect your personal information. You can also contact a dedicated customer assistance line for more information by calling ID Experts at 1-855-474-3857. Customer service representatives have been fully versed on the incident and can answer questions or concerns you may have regarding protection of your personal information. Representatives are available Monday through Friday from 5 am – 5 pm Pacific Time.

For More Information. You will find additional details in the enclosed Privacy Safeguards Information. Should you have any questions, we encourage you to call the dedicated assistance line, staffed by professionals at ID Experts who are experienced in working through situations like this, at 1-855-474-3857.

Sincerely,



Jill Hough
Chief Financial Officer
Indigo Wild
3125 Wyandotte Street, Kansas City MO 64111

PRIVACY SAFEGUARDS INFORMATION

We encourage you to remain vigilant against incidents of identity theft and fraud, to review your account statements, and to monitor your credit reports for suspicious activity. Under U.S. law you are entitled to one free credit report annually from each of the three major credit reporting bureaus. To order your free credit report, visit www.annualcreditreport.com or call, toll-free, 1-877-322-8228. You may also contact the three major credit bureaus directly to request a free copy of your credit report.

At no charge, you can also have these credit bureaus place a "fraud alert" on your file that alerts creditors to take additional steps to verify your identity prior to granting credit in your name. Note, however, that because it tells creditors to follow certain procedures to protect you, it may also delay your ability to obtain credit while the agency verifies your identity. As soon as one credit bureau confirms your fraud alert, the others are notified to place fraud alerts on your file. Should you wish to place a fraud alert, or should you have any questions regarding your credit report, please contact any one of the agencies listed below.

Equifax P.O. Box 105069 Atlanta, GA 30348 800-525-6285 www.equifax.com	Experian P.O. Box 2002 Allen, TX 75013 888-397-3742 www.experian.com	TransUnion P.O. Box 2000 Chester, PA 19022-2000 800-680-7289 www.transunion.com
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You may also place a security freeze on your credit reports. A security freeze prohibits a credit bureau from releasing any information from a consumer's credit report without the consumer's written authorization. However, please be advised that placing a security freeze on your credit report may delay, interfere with, or prevent the timely approval of any requests you make for new loans, credit mortgages, employment, housing, or other services. If you have been a victim of identity theft, and you provide the credit bureau with a valid police report, it cannot charge you to place, lift or remove a security freeze. In all other cases, a credit bureau may charge you a fee of up to \$5 each to place, temporarily lift, or permanently remove a security freeze. You will need to place a security freeze separately with each of the three major credit bureaus listed above if you wish to place a freeze on all of your credit files. To find out more on how to place a security freeze, you can use the following contact information:

Equifax Security Freeze P.O. Box 105788 Atlanta, GA 30348 1-800-685-1111 (NY residents please call 1-800-349-9960) www.freeze.equifax.com	Experian Security Freeze P.O. Box 9554 Allen, TX 75013 1-888-397-3742 www.experian.com/freeze/center.html	TransUnion PO Box 2000 Chester, PA 19022-2000 1-888-909-8872 www.transunion.com/securityfreeze
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You can further educate yourself regarding identity theft, fraud alerts, security freezes, and the steps you can take to protect yourself, by contacting the Federal Trade Commission ("FTC") or your state Attorney General. The FTC can be reached at: 600 Pennsylvania Avenue NW, Washington, DC 20580; www.identitytheft.gov; 1-877-ID-THEFT (1-877-438-4338); and TTY: 1-866-653-4261. The FTC also encourages those who discover that their information has been misused to file a complaint with them. **For Maryland residents**, the Attorney General can be reached at: 200 St. Paul Place, 16th Floor, Baltimore, MD 21202; 1-888-743-0023; and www.oag.state.md.us. **For North Carolina residents**, the Attorney General can be contacted by mail at 9001 Mail Service Center, Raleigh, NC 27699-9001; toll-free at 1-877-566-7226; by phone at 1-919-716-6400; and online at www.ncdoj.gov. **For Rhode Island residents**, the Attorney General can be contacted by mail at 150 South Main Street, Providence, RI 02903; by phone at (401) 274-4400; and online at www.riag.ri.gov. A total of 111 Rhode Island residents may be impacted by this incident. A total of 330 Connecticut residents may be impacted by this incident.

Customers have the right to file or obtain a police report if they ever experience identity theft or fraud. Please note that in order to file a crime report or incident report with law enforcement for identity theft, customers will likely need to provide some kind of proof that they have been a victim. Instances of known or suspected identity theft should also be reported to law enforcement, including the FTC. This notice has not been delayed as a result of a law enforcement investigation.