



December 5<sup>th</sup>, 2016

Attorney General Joseph Foster  
Office of the Attorney General  
33 Capitol Street  
Concord, NH 03301

Dear Attorney General Foster:

I am writing to notify you of a breach of security/an unauthorized access or use of personal information involving potentially 2 New Hampshire residents.

#### **NATURE OF THE SECURITY BREACH OR UNAUTHORIZED USE OR ACCESS**

At some point after September 1<sup>st</sup> but prior to October 1<sup>st</sup> 2016 third party actors ("Hackers") inserted malicious code into our e-commerce platform. This code allowed credit card information entered into our website to be emailed to the third party simultaneously as it was being entered. Please note that Indique never stores any credit/debit information and uses only SSL certified encryption e-commerce software. The breach was discovered Tuesday November 29<sup>th</sup> after our "Cyber Monday" sale led to a number of customer complaints about fraudulent transactions placed on their cards shortly after completing a transaction through our site.

#### **NUMBER OF MASSACHUSETTS RESIDENTS AFFECTED**

Up to 2 New Hampshire residents may have been affected by this breach. Each will shortly receive notice of the breach by U.S. mail. A copy of the notice they will receive is attached.

#### **STEPS TAKEN OR PLAN TO TAKE RELATING TO THE INCIDENT**

Upon discovery of the breach Indique immediately took the following steps: it immediately shut down the e-commerce portion of its website that allowed for credit/debit cards to be used to purchase Indique goods. It contacted the website administrator and identified the cause of the suspected breach. It fixed the code. It implemented more robust firewalls to fortify the site against any further hacking. It contacted the appropriate authorities and filed a criminal complaint with the Needham, MA police department. It researched which clients could possibly have been affected and began the process of notifying them.

#### **OTHER NOTIFICATION AND CONTACT INFORMATION**

If you should have any further questions, please contact me directly at 781-474-7780.

Sincerely,  
David Tedeschi, Esq.  
General Counsel, Indique Hair  
[drtedeschi@indiquehair.com](mailto:drtedeschi@indiquehair.com)

encl.



December 12<sup>th</sup>, 2016

Dear Indique Customer,

We are writing to notify you that a breach of security/unauthorized acquisition of your personal information may have occurred between September 1<sup>st</sup>, 2016 and November 28<sup>th</sup>, 2016.

The breach was caused by third party actors re-writing sections of our website code sometime after September 1<sup>st</sup> but before November 1<sup>st</sup> 2016. The hack allowed consumer credit card information to be captured simultaneously as it was entered on the site. Note that Indique does not store any credit card information for any customers. This breach may have affected up to 1,500 residents of over forty US States and territories.

Once discovered Indique took the following steps to protect its customers: it immediately shut down the e-commerce portion of its website that allowed for credit/debit cards to be used to purchase Indique goods. It contacted the website administrator and identified the cause of the suspected breach. It fixed the code. It implemented more robust firewalls to fortify the site against any further hacking. It contacted the appropriate authorities and filed a criminal complaint with the police.

Under law, 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.

The law also allows consumers to place a security freeze on their credit reports. A security freeze prohibits a credit reporting agency from releasing any information from a consumer's credit report without written authorization. However, please be aware 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 reporting agency with a valid police report, it cannot charge you to place, lift or remove a security freeze. In all other cases, a credit reporting agency may charge you up to \$5.00 each to place, temporarily lift, or permanently remove a security freeze.

To place a security freeze on your credit report, you must send a written request to each of the three major consumer reporting agencies: Equifax ([www.equifax.com](http://www.equifax.com)); Experian ([www.experian.com](http://www.experian.com)); and TransUnion ([www.transunion.com](http://www.transunion.com)) by regular, certified or overnight mail at the addresses below:

Equifax Security Freeze  
P.O. Box 105788  
Atlanta, GA 30348

Experian Security Freeze  
P.O. Box 9554  
Allen, TX 75013



Trans Union Security Freeze  
Fraud Victim Assistance Department  
P.O. Box 2000 Chester, PA 19022-2000

In order to request a security freeze, you will need to provide the following information:

1. Your full name (including middle initial as well as Jr., Sr., II, III, etc.);
2. Social Security Number;
3. Date of birth;
4. If you have moved in the past five (5) years, provide the addresses where you have lived over the prior five years;
5. Proof of current address such as a current utility bill or telephone bill;
6. A legible photocopy of a government issued identification card (state driver's license or ID card, military identification, etc.)
7. If you are a victim of identity theft, include a copy of either the police report, investigative report, or complaint to a law enforcement agency concerning identity theft;
8. If you are not a victim of identity theft, include payment by check, money order, or credit card (Visa, MasterCard, American Express or Discover only). Do not send cash through the mail.

The credit reporting agencies have three (3) business days after receiving your request to place a security freeze on your credit report. The credit bureaus must also send written confirmation to you within five (5) business days and provide you with a unique personal identification number (PIN) or password, or both that can be used by you to authorize the removal or lifting of the security freeze.

To lift the security freeze in order to allow a specific entity or individual access to your credit report, you must call or send a written request to the credit reporting agencies by mail and include proper identification (name, address, and social security number) and the PIN number or password provided to you when you placed the security freeze as well as the identities of those entities or individuals you would like to receive your credit report or the specific period of time you want the credit report available. The credit reporting agencies have three (3) business days after receiving your request to lift the security freeze for those identified entities or for the specified period of time.

To remove the security freeze, you must send a written request to each of the three credit bureaus by mail and include proper identification (name, address, and social security number) and the PIN number or password provided to you when you placed the security freeze. The credit bureaus have three (3) business days after receiving your request to remove the security freeze.

Indique recommends that affected customers take the following preventative steps to help protect themselves: place a fraud alert on your credit file; review your credit reports for unexplained activity; and review the affected credit card account for any suspicious and/or unauthorized activity.

If you should have any further questions, please contact customer service at 877-556-4247.

Sincerely,  
David Tedeschi, Esq.  
General Counsel, Indique Hair