

JONES DAY

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April 8, 2019

BY OVERNIGHT MAIL

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

RECEIVED
APR 09 2019
CONSUMER PROTECTION

Re: Data Breach Notice

Dear Sir or Madam:

Pursuant to N.H. Rev. Stat. Ann. § 359-C:20(I)(b), I am writing on behalf of our client, Canyon Bakehouse, LLC (“Canyon”), to notify you of a data security issue involving the personal information of New Hampshire residents.

Canyon recently became aware that its website was not operating properly. Upon detection, the company immediately began an investigation, with the assistance of outside experts. The investigation to date has determined that unknown third parties gained unauthorized access to the computer system supporting the company’s website and installed malware that compromised the security of some customer payment card information.

Specifically, the investigation determined that customer names, payment card numbers, expiration dates, and security codes (CVV) that customers entered on the “check out” page of the website from February 12–19, 2019, were obtained without authorization. Orders processed during this time period using payment cards that customers had saved in their account payment profiles, however, were not affected. The investigation further determined that some information that customers submitted to the website between March 29, 2017 and January 9, 2019, including customer names, payment card numbers, expiration dates, and security codes (CVV), also may have been obtained without authorization. Orders processed during this time period using payment cards that customers had saved in their account payment profiles prior to March 29, 2017, however, were not affected.

The company is notifying 47 New Hampshire residents whose information was determined to have been affected. Notice will be mailed as expeditiously as possible, beginning on April 9, 2019.

The company is offering these residents credit-monitoring and identity-protection services through Experian at no charge to them for a period of one year.

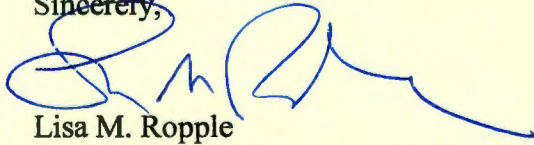
Consumer Protection and Antitrust Bureau
Office of the Attorney General
April 8, 2019

Page 2

Canyon has contacted law enforcement and notified the payment card companies. In addition, the company temporarily disabled the ordering and account login functions on the website. The company is taking steps to further enhance the security of the website, including replacing the platform supporting the site.

If you have any questions, please contact me at 617-449-6955.

Sincerely,



Lisa M. Ropple