



December 9, 2016

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

Re: Notification of a Security Incident

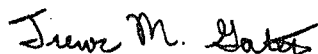
Dear Attorney General Foster:

New Hampshire's data security breach notice statute, N.H. Rev. Stat. § 359-C:20(b), requires notice to the Attorney General of a breach of security. Our client, Julep Beauty, Inc. ("Julep"), recently learned of a security incident. An unauthorized third party hacker gained access to a portion of Julep's website and was able to divert information typically necessary to making a purchase (including payment card information) from Julep's normal tokenized payment data pathway into a pathway created by the hacker.

Julep took action as soon as it discovered the problem. It worked with its service provider to remedy the situation and restore the website, contacted its credit card processors, and began reviewing its security practices and procedures to see whether additional steps might reduce the chances of this happening again.

Presently, we understand this incident affected 1 New Hampshire resident. For more information, please see the sample notice enclosed herewith to be sent on December 9, 2016 to the 1 New Hampshire resident. For this notice, we have used contact information provided to us by the New Hampshire Attorney General's website. Please contact me if you have any questions or concerns.

Best regards,



Trevor M. Gates

Enclosure

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STATE OF NH
DEPT OF JUSTICE

kligates.com



111 Queen Anne Ave. North
Suite 200
Seattle, WA 98122

December 9, 2016

[Name of Customer]
[Address]
[Address]

Notice of Data Breach

Dear [Name of Customer]:

You are receiving this notice to provide information about an incident involving exposure of certain personal information, as well as to receive our apology.

What Happened? Late on November 8, 2016, we discovered an unauthorized third party hacker gained access to a portion of our website. The hacker was able to divert certain data entered on our website between, approximately, November 6-8, 2016 from our normal tokenized payment data pathway into a pathway created by the hacker.

What Information Was Involved? The hacker was able to divert payment card information such as your card number and other information typically necessary to making a purchase. This appears to have been limited to new customers or existing customers who updated their information.

What We Are Doing. We took action as soon as we discovered the problem. We worked with our service provider to remedy the situation and restore the website and we have contacted our credit card processors. Our investigation was not delayed by a law enforcement request and we are taking additional steps that might reduce the chances of this happening again, including reviewing our security practices and procedures. We are also offering you complimentary access for 12 months to: (1) CSID Protector and (2) Identity Restoration services, offered through CSIDentity Corporation ("CSID"), an Experian-affiliated company. Information provided by CSID about CSID Protector (which includes CyberAgent[®] Internet Surveillance and Identity Theft Insurance) and CSID's Identity Restoration services (collectively "CSID Services") appears below and in the attachment.

What You Can Do. In the short term, we advise you to remain vigilant such as by reviewing account statements, monitoring any available free credit reports, and promptly reporting any oddities or unauthorized transactions to the issuer of your credit card. For your reference, toll-free telephone numbers and addresses of the three major consumer reporting agencies and the FTC are provided below. Through the consumer reporting agencies or the FTC, you may be able to request a free annual credit report, place a fraud alert on your credit profile, request a security freeze on your file, obtain information about steps to take to avoid identity theft, or inquire about other available services. You can obtain more information on the above and additional topics by visiting the FTC's website.

- **Equifax**
www.Equifax.com
Equifax Credit Information Services, Inc.
P.O. Box 740241
Atlanta, GA 30374
Phone Number: 1-800-525-6285
- **Experian**
www.Experian.com
P.O. Box 4500
Allen, TX 75013
Phone Number: 1-888-397-3742
- **Federal Trade Commission (FTC)**
<https://www.consumer.ftc.gov/> (for general information)
<https://www.identitytheft.gov/> (for reporting suspected incidents of identity theft)
Federal Trade Commission - Headquarters
600 Pennsylvania Avenue, NW
Washington, DC 20580
Phone Number: 1-877-382-4357

In the longer term, we encourage you to take advantage of your complimentary access to the CSID Services.* More information about the CSID Services can be found below under "Other Important Information" and in the attached material. You must complete the enrollment process by December 17, 2017 (the "Enrollment Deadline") or you will not be eligible to enroll in CSID Protector (and your automatic protection under the Identity Restoration services will end).

Other Important Information. Please read the attached information from CSID about the CSID Services. That information also contains CSID's instructions about how to enroll (including your personal PIN Code). Enrollment will include accepting CSID's Terms of Use (<https://secure.csid.com/terms>) and CSID's Privacy Policy (<https://secure.csid.com/privacy>). Please review them and any other CSID materials. If you have any questions, contact the CSID Customer Service Center at 1-877-926-1113.

If you suspect identity theft, you should contact CSID at 1-877-926-1113. Additionally, you are free to take other precautions such as to report suspected incidents of identity theft to local law enforcement, your state Attorney General (such as in Iowa and Oregon), and the FTC.

Security Freeze. You also may want to consider contacting the major credit bureaus at the telephone numbers above to place a security freeze on your credit file. A security freeze is intended to prevent potential creditors from getting your credit report. That should make it less likely that an identify thief can open new accounts in your name. However, 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. The cost to place and lift a freeze depends on state law.

Maryland and North Carolina residents: You may obtain information, including steps you can take to prevent identity theft, from your state's Attorney General's Office using the applicable contact information below:

- **Maryland Office of the Attorney General**
<http://www.marylandattorneygeneral.gov/> (for general information)
<http://www.marylandattorneygeneral.gov/Pages/IdentityTheft/default.aspx> (for information on protecting yourself from identity theft)
200 St. Paul Place
Baltimore, MD 21202
Phone Number: 1-888-743-0023
- **North Carolina Office of the Attorney General**
<http://www.ncdoj.gov/> (for general information)
<http://www.ncdoj.gov/Protect-Yourself/2-4-3-Protect-Your-Identity.aspx> (for information on protecting your identity)
9001 Mail Service Center
Raleigh, NC 27699-9001
Phone Number: 1-877-566-7226

For More Information. If you have any general questions or concerns, please contact Katie Smith, Julep Customer Service Supervisor at:

katies@julep.com
1-877-651-3292
Monday to Friday: 7am - 4pm (PT); Saturday: 9am - 4pm (PT)

We sincerely apologize for any inconvenience this may cause you.

Alison Dreiblatt
alisond@julep.com
Director Category

* The CSID Services are structured to fit a variety of circumstances so some of them, or other information provided herein, might not be needed for this particular incident or your particular circumstances. However, the services and information should at least make it easier for you to do some of the things that are always advisable, such as being vigilant.

If you have questions about the CSID Services, please read CSID's description below and then call CSID at 1-877-926-1113.

CSID says that the CSID Services include:

- **CyberAgent® Internet Surveillance:** "CSID's Internet surveillance technology scours websites, chat rooms and bulletin boards 24/7 to identify trading or selling of your personal information on the Dark Web."
- **Identity Theft Insurance:** "You are eligible for reimbursement for certain expenses in the event that your identity is compromised with a \$1,000,000 insurance policy that has been issued to CSID."
- **Identity Restoration:** "Work with a certified Identity Theft Restoration agent, who will work on your behalf to restore your identity and let you get on with your life."

CSID Protector (CyberAgent® Internet Surveillance and Identity Theft Insurance) is available at no cost to you once you have accomplished A, B, and C in the following sign-up process:

- A. Visit <https://www.csid.com/csidad1yprotector/> to complete CSID's sign up process and answer some CSID questions to confirm your identity.
- B. Submit your PIN Code: [PIN Code]. This PIN Code can only be used once and is not transferable.
- C. **Activate CSID Protector by accomplishing both A and B no later than the Enrollment Deadline.** *If you meet that deadline, your 12 months of CSID Protector coverage will start on the date you finished both A and B.*

Additionally, Identity Restoration services are *automatically* available to you from the date of this notice until the Enrollment Deadline. If you are a victim of fraud during that time, simply call CSID at 1-877-926-1113 and a dedicated Identity Theft Restoration agent will help you restore your identity. You will need to provide the PIN Code in this letter as proof of eligibility, so be sure to keep this letter. Once the deadline passes, the Identity Restoration services will end unless, before the Enrollment Deadline, you enroll for CSID Protector by doing A, B, and C above. If you do that, your period for additionally receiving the Identity Restoration services will be extended to match the duration of your coverage for CSID Protector.

Should you have any questions regarding the sign up process or the CSID Services, please contact CSID Member Services at 1-877-926-1113, 24-hours a day, 7-days a week, or e-mail support@csid.com.