

# BakerHostetler

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June 27, 2014

### **VIA OVERNIGHT DELIVERY**

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

*Re: Incident Notification*

Dear Attorney General Foster:

Our client, Legal Sea Foods, LLC (“LSF”), recognizes the importance of the privacy and confidentiality of the personal information provided by its customers. Regrettably, on June 5, 2014, LSF learned from the company that operates a segment of its mail order web sales and e-commerce environment, that an unauthorized person gained access to a server that contained information from mail order web customer transactions. Transactions made in LSFs’ restaurants were not affected—this incident was limited to web purchases through mail order. LSF conducted a thorough investigation, implemented additional security measures, and notified law enforcement authorities so that they may conduct an investigation. Based on the investigation, LSF believes that transactions made between January 1, 2014 and May 21, 2014 were potentially affected. The information that may have been accessed by the unauthorized person may have included customers’ names, card numbers, card expiration dates, and card verification values (CVV).

LSF is notifying affected individuals regarding the incident. LSF is also providing a dedicated call center for affected individuals to call with questions regarding the incident.

To prevent this from happening again, LSF required its vendor to move this segment of its mail order and e-commerce system to a new server environment with enhanced security measures.

Attorney General Joseph Foster

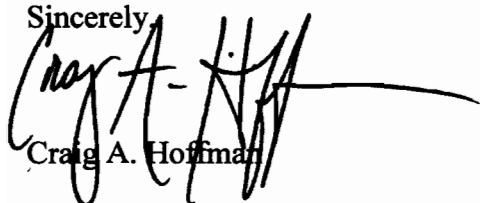
June 27, 2014

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Commencing on June 27, 2014, LSF is notifying approximately 94 New Hampshire residents pursuant to New Hampshire statute in substantially the same form as the letter attached hereto.

Please do not hesitate to contact me if you have any questions regarding this matter.

Sincerely,

A handwritten signature in black ink, appearing to read "Craig A. Hoffman", with a long horizontal flourish extending to the right.

Craig A. Hoffman

Enclosure



Return Mail Processing Center  
PO Box 6336  
Portland, OR 97228-6336

<<Mail ID>>

<<First Name>> <<Last Name>>

<<Address>>

<<City>>, <<State>> <<Zip>>

<<Date>>

Dear <<FirstName>> <<Last Name>>>,

At Legal Sea Foods, we take seriously the privacy and confidentiality of the personal information provided to us by our customers. Regrettably, we are writing to inform you about an incident involving some of that information.

We learned on June 5, 2014, from the company that operates a segment of our mail order web sales and e-commerce environment, that an unauthorized person gained access to a server that contained information from mail order web customer transactions. Transactions made in our restaurants were not affected--this incident was limited to web purchases through mail order. We conducted a thorough investigation, implemented additional security measures, and notified law enforcement authorities so that they may conduct an investigation. Based on the investigation, we believe that transactions made between January 1, 2014 and May 21, 2014 were potentially affected, including a transaction you made using a card ending in [xxxx], [xxxx], [xxxx], and [xxxx]. The information that may have been accessed by the unauthorized person may include your name, card number, card expiration date, and card verification value (CVV).

We wanted to let you know about this incident as soon as we could. We also alerted our payment processor of this incident and our payment processor has been working with the credit card companies to provide them with the account numbers for cards used during the period at issue so that the banks that issued those cards can be alerted. When banks receive these alerts, they can conduct heightened monitoring of transactions to detect and prevent unauthorized charges. You should immediately report any unauthorized activity to the bank that issued your card because the major credit card companies have "zero liability" policies to prevent cardholders from being responsible for fraudulent charges.

We recommend that you remain vigilant to the possibility of fraud and identity theft by reviewing your financial statements for any unauthorized activity. You may also obtain a copy of your credit report, free of charge, once every 12 months from each of the three nationwide credit reporting companies. To order your annual free credit report please visit [www.annualcreditreport.com](http://www.annualcreditreport.com) or call toll free at 1-877-322-8228. Contact information for the three nationwide credit reporting companies is as follows:

Equifax  
PO Box 740256  
Atlanta, GA 30374  
[www.equifax.com](http://www.equifax.com)  
1-800-525-6285

Experian  
PO Box 9554  
Allen, TX 75013  
[www.experian.com](http://www.experian.com)  
1-888-397-3742

TransUnion  
PO Box 6790  
Fullerton, CA 92834  
[www.transunion.com](http://www.transunion.com)  
1-800-680-7289

If you believe you are the victim of identity theft or have reason to believe your personal information has been misused, you should immediately contact the Federal Trade Commission and/or the attorney general's office in your home state. You can obtain information from these sources about steps an individual can take to avoid identity theft as well as information about fraud alerts and security freezes. You should also contact your local law enforcement authorities and file a police report. Obtain a copy of the police report in case you are asked to provide copies to creditors to correct your records.

Contact information for the Federal Trade Commission is as follows:

Federal Trade Commission  
600 Pennsylvania Avenue, NW  
Washington, DC 20580  
[www.ftc.gov/idtheft](http://www.ftc.gov/idtheft)  
1-877-438-4338

security measures. If you have any questions, or you need further assistance, please call 888-266-9280 Monday through Friday between the hours of 9:00 AM to 9:00 PM Eastern.

Sincerely,

A handwritten signature in black ink, appearing to read "Lisa Landry".

Lisa Landry  
Director of Mail Order