



150 N. Riverside Plaza, Suite 3000, Chicago, IL 60606 • (312) 819-1900

December 23, 2020

Michael J. Waters

312-463-6212

312-819-1910

[mwaters@polsinelli.com](mailto:mwaters@polsinelli.com)

**VIA E-MAIL (ATTORNEYGENERAL@DOJ.NH.GOV)**

The Honorable Gordon MacDonald  
Attorney General of the State of New Hampshire  
Office of the Attorney General  
33 Capitol Street  
Concord, New Hampshire 03301

***Re: Notification of a Data Security Incident***

Dear Attorney General MacDonald:

We represent Lime Media Group, Inc. (“Lime”) in connection with an incident that may have involved the personal information of certain New Hampshire residents and provide this notice on behalf of Lime pursuant to N.H. REV. STAT. ANN. § 359-C:20. This notice will be supplemented, if necessary, with any new significant facts discovered subsequent to its submission. While Lime is notifying you of this incident, Lime does not waive any rights or defenses relating to the incident or this notice, or the applicability of New Hampshire law on personal jurisdiction.

**NATURE OF THE INCIDENT**

On or about July 13, 2020, Lime discovered that a Lime email account was sending spam/phishing emails. Lime also discovered that one of Lime’s customers made a payment to an incorrect bank account based on instructions that purportedly came from a Lime email account. Upon conducting a forensic investigation, Lime determined that an unauthorized third party gained access to certain Lime employees’ email accounts from May 7, 2020 until July 9, 2020. Lime searched the impacted accounts to determine if they contained any personal information that may have been viewed by the third party. Lime determined that the compromised accounts contained certain personal information, including, depending on the person, their name, Social Security number, driver’s license number, financial account number, passport number, and/or limited medical treatment information.

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Office of the Attorney General  
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### **NOTIFICATION TO THE NEW HAMPSHIRE RESIDENTS**

On October 26, 2020, Lime determined that three (3) New Hampshire residents may have been impacted by this incident. Lime then worked to locate contact information and notify individuals as quickly as possible. Lime is notifying the impacted residents of the situation by letter today, December 23, 2020. Attached is a sample of the notification letter that is being sent to the affected New Hampshire residents via first-class United States mail.

### **STEPS TAKEN RELATING TO THE INCIDENT**

Upon learning of the incident, Lime promptly secured the email accounts to prevent further access. It also engaged a forensic security firm to investigate and confirm the security of its email and computer systems. Lime is undertaking efforts to reduce the risk of a similar incident occurring in the future, including enhancing its technical safeguards. Finally, as discussed above, Lime is notifying impacted individuals and providing them with information on how they can protect themselves against fraudulent activity and identity theft.

### **CONTACT INFORMATION**

Please do not hesitate to contact me if you have any questions or if I can provide you with any further information concerning this matter.

Very truly yours,

A handwritten signature in black ink, appearing to read "Michael J. Waters".

Michael J. Waters

Enclosure

Lime Media Group, Inc.  
Mail Handling Services  
777 E Park Dr  
Harrisburg, PA 17111



[REDACTED]

December 23, 2020

Dear [REDACTED]:

Lime Media Group, Inc. values and respects the privacy of your information, which is why we are writing to advise you of a recent incident that may have involved some of your personal information. We have no reason to believe that your personal information has been misused for the purpose of committing fraud or identity theft or that any of your personal information was actually viewed or acquired by any unauthorized party. Nonetheless, we are writing to advise you about the incident and to provide you with guidance on what you can do to protect yourself, should you feel it is appropriate to do so.

We recently learned that an unauthorized third party gained access to certain Lime Media Group employees' email accounts that contained some of your personal information. The unauthorized access occurred between May 7, 2020 and July 9, 2020. Upon learning of the incident, we promptly secured the email accounts to prevent any further access. We also retained a leading forensic security firm to investigate and to confirm the security of our email and computer systems. After a thorough review of the impacted email accounts, on October 26, 2020, we confirmed that the accounts contained personal information that included your name, Social Security number and driver's license number. We have been working to locate contact information and notify individuals as quickly as possible.

We value the trust you place in us to protect your privacy, take our responsibility to safeguard your personal information seriously, and apologize for any inconvenience or concern this incident might cause. For further information and assistance, please call 1-800-727-9258 from 8:00 a.m. – 5:00 p.m. Central, Monday through Friday.

Sincerely,

Lime Media Group

## Additional Important Information

As a precautionary measure, we recommend that you remain vigilant to protect against potential fraud and/or identity theft by, among other things, reviewing your account statements and monitoring credit reports closely. If you detect any suspicious activity on an account, you should promptly notify the financial institution or company with which the account is maintained. You should also promptly report any fraudulent activity or any suspected incidents of identity theft to proper law enforcement authorities, including the police and your state's attorney general, as well as the Federal Trade Commission ("FTC").

You may wish to review the tips provided by the FTC on fraud alerts, security/credit freezes and steps you can take to avoid identity theft. For more information and to contact the FTC, please visit [www.ftc.gov/idtheft](http://www.ftc.gov/idtheft) or call 1-877-ID-THEFT (1-877-438-4338). You may also contact the FTC at Federal Trade Commission, 600 Pennsylvania Avenue, NW, Washington, DC 20580.

**Credit Reports:** You may obtain a free copy of your credit report once every 12 months from each of the three national credit reporting agencies by visiting [www.annualcreditreport.com](http://www.annualcreditreport.com), by calling toll-free 1-877-322-8228, or by completing an Annual Credit Report Request Form and mailing it to Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348. You can print a copy of the request form at <https://www.annualcreditreport.com/manualRequestForm.action>.

Alternatively, you may elect to purchase a copy of your credit report by contacting one of the three national credit reporting agencies. Contact information for the three national credit reporting agencies for the purpose of requesting a copy of your credit report or for general inquiries is as follows:

Equifax  
1-866-349-5191  
[www.equifax.com](http://www.equifax.com)  
P.O. Box 740241  
Atlanta, GA 30374

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

TransUnion  
1-800-888-4213  
[www.transunion.com](http://www.transunion.com)  
P.O. Box 1000  
Chester, PA 19016

**Fraud Alerts:** You may want to consider placing a fraud alert on your credit report. A fraud alert is free and will stay on your credit report for one (1) year. The alert informs creditors of possible fraudulent activity within your report and requests that the creditor contact you prior to establishing any new accounts in your name. To place a fraud alert on your credit report, contact any of the three national credit reporting agencies using the contact information listed above. Additional information is available at [www.annualcreditreport.com](http://www.annualcreditreport.com).

**Credit and Security Freezes:** You may have the right to place a credit freeze, also known as a security freeze, on your credit file, so that no new credit can be opened in your name without the use of a PIN number that is issued to you when you initiate the freeze. A credit freeze is designed to prevent potential credit grantors from accessing your credit report without your consent. If you place a credit freeze, potential creditors and other third parties will not be able to get access to your credit report unless you temporarily lift the freeze. Therefore, using a credit freeze may delay your ability to obtain credit. Unlike a fraud alert, you must separately place a credit freeze on your credit file at each credit reporting company. Since the instructions for how to establish a credit freeze differ from state to state, please contact the three major credit reporting companies as specified below to find out more information:

Equifax Security Freeze  
1-888-298-0045  
[www.equifax.com](http://www.equifax.com)  
P.O. Box 105788  
Atlanta, GA 30348

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

TransUnion Security Freeze  
1-888-909-8872  
[www.transunion.com](http://www.transunion.com)  
P.O. Box 160  
Woodlyn, PA 19094

Individuals interacting with credit reporting agencies have rights under the Fair Credit Reporting Act. We encourage you to review your rights under the Fair Credit Reporting Act by visiting [https://files.consumerfinance.gov/f/documents/bcftp\\_consumer-rights-summary\\_2018-09.pdf](https://files.consumerfinance.gov/f/documents/bcftp_consumer-rights-summary_2018-09.pdf), or by requesting information in writing from the Consumer Financial Protection Bureau, 1700 G Street N.W., Washington, DC 20552.

**Iowa Residents:** Iowa residents can contact the Office of the Attorney general to obtain information about steps to take to avoid identity theft from the Iowa Attorney General's office at: Office of the Attorney General of Iowa, Hoover State Office Building, 1305 E. Walnut Street, Des Moines IA 50319, 515-281-5164.