

**MURPHY &  
McGONIGLE**  
A Professional Corporation

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New York, NY 10036

June 21, 2018

BY FEDERAL EXPRESS

Office of the Attorney General  
New Hampshire Department of Justice  
33 Capitol Street  
Concord, NH 03301

2018 JUN 22 AM 10: 03  
STATE OF NH  
DEPT OF JUST

Re: Data Breach Notification

Dear Sir or Madam:

We represent L'Occitane, Inc. d/b/a L'Occitane en Provence ("L'Occitane"), which recently discovered suspicious activity affecting its U.S. e-commerce website. This letter is to provide you with notice of the incident.

L'Occitane sells high-quality beauty products and fragrances in the U.S. and, through its affiliates, around the world. L'Occitane maintains a website directed to individuals in the U.S., [usa.loccitane.com](http://usa.loccitane.com), through which customers may create accounts and purchase L'Occitane products.

On May 25, 2018, L'Occitane discovered that unknown persons were attempting to gain unauthorized access to L'Occitane customer accounts on its U.S. website. L'Occitane immediately began an investigation and learned that these unknown persons appeared to be using account credentials, such as user logins and passwords, that were obtained from an unknown source in the hope that they might match the account credentials of L'Occitane's U.S. customers. We do not believe that the unknown persons obtained the account credentials from L'Occitane's own databases. Based on our investigation, it appears that the attack may have started at least as early as May 2018 and continued to at least May 31, 2018.

In a small number of instances, the unknown persons appear to have gained unauthorized access to L'Occitane customer accounts, including the accounts of approximately one (1) New Hampshire resident. In those instances, the unknown persons may have gained access to and/or altered the following account information: customer name, login name, password, email address, shipping address, billing address, and customer date of birth. Further, because L'Occitane allows customers to store payment card information in their accounts, it appears that, in a limited number of instances, the unknown persons used the stored payment card information to make

fraudulent purchases on the L'Occitane website. However, because the customers' actual payment card numbers, expiration dates, and security codes were not visible in the customers' accounts, the unknown persons were not able to acquire that information.

In addition, because we do not collect customer social security numbers, driver's license numbers, or passport numbers in our system, the breach did not involve any of that information.

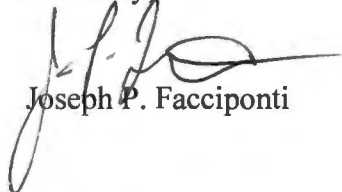
Immediately upon learning of the incident, L'Occitane started an investigation and implemented several measures to contain the breach including, among others:

- L'Occitane implemented certain technical measures to limit the ability of the unknown persons to access its website.
- L'Occitane temporarily disabled the use of stored payment cards to prevent fraudulent purchases and is exploring additional measures to further enhance the security of purchases with stored payment cards in the future.
- L'Occitane initiated a series of email communications with its U.S. customers that advised them to immediately change the password for their L'Occitane account and any other accounts for which they use the same username and password. Our client also placed a banner on its U.S. website containing similar advice directed at returning customers. A representative copy of the text of those notices is enclosed hereto as Attachment A.
- For customers whose accounts appear to have been used to make fraudulent purchases, L'Occitane has been contacting them by phone to offer a full refund for any fraudulent purchases and to provide assistance in allowing them to re-secure their accounts.
- L'Occitane is also taking certain measures to further enhance the overall data security of its website.

L'Occitane is now providing written notification to the specific customer in your state whose account appears to have been compromised. A representative copy of the customer notice, which L'Occitane will mail to the affected customer in your state by June 27, 2018, is enclosed as Attachment B.

If you have any questions regarding this incident, or if you desire further information, please contact me.

Sincerely,



Joseph P. Facciponti

Enclosures

# **Attachment A**

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**From:** L'Occitane <contact@contact.loccitane.com>  
**Sent:**  
**To:**  
**Subject:** Action Required: Security and Password Update

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## L'OCCITANE EN PROVENCE

Dear L'Occitane Customer,

We recently observed suspicious activity on our US website that potentially impacts L'Occitane customer accounts of our US website. We take the privacy and security of your account and personal information very seriously. Therefore, we have initiated an investigation and have taken steps to control the situation.

### **What Happened?**

From our initial investigation, it appears that the attackers may be using account credentials, such as logins and passwords, obtained from an unknown source in the hope that they may match some of our L'Occitane customers. We have no reason to believe the attackers obtained these account credentials from L'Occitane's own databases nor that payment account numbers or security information were obtained. If you believe that someone has made a fraudulent purchase through your account, please contact our Customer Care team at the number below.

### **What You Can Do**

As a precautionary measure, we recommend that you change your L'Occitane account password immediately to a new and unique password. If you have already changed your password on or after June 1, 2018 in response to an earlier notice from us, there is no need to change your password again.

- To change your password:
  1. Go to the US L'Occitane website at [usa.loccitane.com](http://usa.loccitane.com)
  2. Click **Register/Edit Account** to sign into your account with your registered email address and password (if you forgot your password, see below)
  3. Click **My Information > Change my Password**
  4. Enter your new password and confirm it
  5. Click **Change Password** to save your new password
  
- If you forgot your login or password, click on "Forgot your login/password" to receive an email with a link and instructions to create a new password.
  
- If you need assistance, contact Customer Care at the number below.

We deeply apologize if you are not immediately able to connect with Customer Care, as we are experiencing a very high volume of requests at this time. Due to a high volume of traffic, the website may also be responding slower than usual.

If your L'Occitane login and password are also used on other websites, we recommend that you change your passwords for these other sites as well. We also recommend that you check your credit and bank account statements for unauthorized charges.

L'Occitane is devoted to your well-being and treats your privacy very seriously. We apologize for any inconvenience this may have caused you.

We are continuing to investigate and will provide updates as necessary.

- L'Occitane Team

*For any question, please contact Customer Care Team at 1-888-623-2880 Monday - Friday 8AM – 11PM EST, Saturday 10AM - 11PM EST or Sunday 12PM - 11PM EST.*

*L'Occitane en Provence USA, 1430 Broadway, New York, NY 10018*



To protect your account, we recommend L'Occitane customers change their passwords. [Click here to learn more](#)

Enjoy FREE Shipping with any \$49 purchase!

Dear L'Occitane Customer,

We recently observed suspicious activity on our US website that potentially impacts L'Occitane customer accounts of our US website. We take the privacy and security of your account and personal information very seriously. Therefore, we have initiated an investigation and have taken steps to control the situation.

#### What Happened?

From our initial investigation, it appears that unknown persons may be using account credentials, such as logins and passwords, obtained from an unknown source in the hope that they may match some of our L'Occitane customers. We have no reason to believe the unknown persons obtained these account credentials from L'Occitane's own databases nor that payment account numbers or security information were obtained. If you believe that someone has made a fraudulent purchase through your account, please contact our Customer Care team at the number below.

#### What You Can Do

As a precautionary measure, we recommend that you change your L'Occitane account password immediately to a new and unique password. If you have already changed your password on or after June 1, 2018, there is no need to change your password again.

- To change your password
  - 1 Click [Register/Edit Account](#) to sign into your account with your registered email address and password (if you forgot your password, see below)
  - 2 Click [My Information > Change my Password](#)
  - 3 Enter your new password and confirm it
  - 4 Click [Change Password](#) to save your new password
- If you forgot your login or password, click on "Forgot your login/password" to receive an email with a link and instructions to create a new password.
- If you need assistance, contact Customer Care at the number below.

We deeply apologize if you are not immediately able to connect with Customer Care, as we might be experiencing a high volume of requests at this time. The website may also be responding slower than usual.

If your L'Occitane login and password are also used on other websites, we recommend that you change your passwords for these other sites as well. We also recommend that you check your credit and bank account statements for unauthorized charges.

L'Occitane is devoted to your well-being and treats your privacy very seriously. We apologize for any inconvenience this may have caused you.

We are continuing to investigate and will provide updates as necessary.

- L'Occitane Team

For any question, please contact Customer Care Team at 1-888-623-2880 Monday - Friday 9AM - 11PM EST, Saturday 10AM - 11PM EST or Sunday 12PM - 11PM EST.

L'Occitane en Provence USA, 1430 Broadway, New York, NY 10018

Discover our latest news,  
exclusive offers, content and  
beauty tips from L'Occitane  
Inc. USA

For more information, please refer to our [privacy policy](#).

name@example.com

SUBSCRIBE

#### SAFE & SECURE PAYMENT

Our online payment system is operated by a service provider specialising in secure online payments. [Click here for more details.](#)



#### SHIPPING

Free standard shipping on all orders of \$49+  
3 - 10 business days from receipt of your order. For an additional charge per address, we can expedite delivery by UPS to most destinations in 2 - 3 business days.

#### CUSTOMER SERVICE

Need help? Please call 1-888-623-2880  
Monday - Friday 9AM - 11PM EST  
Saturday 10AM - 11PM EST  
Sunday 12PM - 11PM EST

# **Attachment B**

# L'OCCITANE

EN PROVENCE

[Date]

[Customer Name]

[Customer Address]

[Customer City, State, Zip]

## NOTICE OF DATA BREACH

Dear [Name]:

This letter is a follow-up to the email and/or telephone communications you may have received from L'Occitane in connection with certain suspicious activity that may have affected your account on our US website. We take the privacy and security of your account and personal information very seriously. Therefore, we are providing you with more information, as detailed below.

### What Happened?

We recently discovered that unknown persons were trying to gain unauthorized access to L'Occitane customer accounts on our U.S. website. We immediately began to investigate this suspicious behavior and learned that the suspicious activity involved the use of account credentials, including logins and passwords, obtained from an unknown source in the hope that they might match the account credentials of our L'Occitane customers. We do not believe these unknown persons obtained the account credentials from L'Occitane's own databases. Based on our investigation, it appears that the attack may have started at least as early as May 2018 and continued to at least May 31, 2018. We continue to monitor our U.S. website to ensure the integrity and security of our systems.

### What Information Was Involved?

In a small number of instances, unauthorized access to certain L'Occitane customer accounts occurred. Based on our ongoing investigation, it appears that your account may have been compromised by the incident.

Accordingly, information stored in your L'Occitane account, including your name, username, password, shipping and billing addresses, email address, and date of birth may have been accessed or altered in the account. Further, if you saved payment card information in your account, the unknown persons may have used your stored payment information to make fraudulent purchases on the L'Occitane website. However, because your actual payment card numbers, expiration dates, or security codes were not visible to the unknown persons, they were not able to acquire that information. Therefore, any unauthorized purchases would have been limited to the L'Occitane website.

In addition, because we do not collect customer social security numbers, driver's license numbers, or passport numbers in our system, the breach did not involve any of that information.

### What We Are Doing

Immediately upon learning of the incident, we initiated an investigation and began implementing the following measures to contain the breach:

- We implemented certain technical measures to mitigate the incident.

L'OCCITANE, INC.  
1430 Broadway, 2nd Floor  
New York, New York 10018  
Tel: (212) 696-9098 Fax: (212) 213-0803  
usa.loccitane.com



- We initiated a series of email communications with our U.S. customers to advise them to change their password for their L'Occitane account and for any other accounts for which they use the same username and password.
- For customers whose accounts appear to have been used to make fraudulent purchases, we have been contacting them by phone to offer a full refund for any fraudulent purchases and to verify and re-secure account details.
- We are also taking certain measures to further enhance our overall data security.

#### **What You Can Do**

As a precautionary measure, we recommend that you change your L'Occitane account password immediately to a new and unique password. If you already changed your password on or after June 1, 2018, there is no need to change your password again. We also recommend that you review the information in your account to ensure there have been no unauthorized changes to your account information.

- To change your password:
  1. Go to the US L'Occitane website at [usa.loccitane.com](http://usa.loccitane.com)
  2. Click **Register/Edit Account** to sign into your account with your registered email address and password (if you forgot your password, see below)
  3. Click **My Information > Change my Password**
  4. Enter your new password and confirm it
  5. Click **Change Password** to save your new password
- If you forgot your login or password, click on "Forgot your login/password" to receive an email with a link and instructions to create a new password.
- If you need assistance, contact Customer Care at the number below.

If your L'Occitane login and password are also used on other websites, we recommend that you change your passwords for these other sites as well. We also recommend that you check your credit and bank account statements for unauthorized charges.

Finally, please also review the attachment to this message, which contains information on steps you can take to protect yourself against risks that may arise from this incident.

#### **For More Information**

L'Occitane is devoted to your well-being and treats your privacy very seriously. We apologize for any inconvenience this may have caused you.

*For any questions, please contact the Customer Care Team at 1-888-623-2880 Monday - Friday 8AM – 11PM EST, Saturday 10AM - 11PM EST or Sunday 12PM - 11PM EST.*

Sincerely,  
- L'Occitane Team



## STEPS YOU CAN TAKE TO FURTHER PROTECT YOUR INFORMATION

**Review Your Account Statements:** As a precautionary measure, we recommend that you remain vigilant by reviewing your financial account statements and 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.

**Copy of Credit Report:** You may obtain a free copy of your credit report from each of the three major credit reporting agencies once every 12 months by visiting <http://www.annualcreditreport.com/>, calling toll-free 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 also can contact one of the following three national credit reporting agencies:

### Equifax

P.O. Box 105851  
Atlanta, GA 30374  
1-888-548-7878

[www.equifax.com](http://www.equifax.com)

### Experian

P.O. Box 9532  
Allen, TX 75013  
1-888-397-3742

[www.experian.com](http://www.experian.com)

### TransUnion

P.O. Box 2000  
Chester, PA 19016  
1-800-680-7289

[www.transunion.com](http://www.transunion.com)

**Fraud Alert:** You may want to consider placing a fraud alert on your credit report. An initial fraud alert is free and will stay on your credit file for at least 90 days. The alert informs creditors of possible fraudulent activity within your report and requests that the creditor contact you prior to establishing any accounts in your name. To place a fraud alert on your credit report, contact any of the three credit reporting agencies identified above. Additional information is available at <http://www.annualcreditreport.com>.

**Security Freeze:** In some US states, you have the right to put a security freeze on your credit file. This will prevent new credit from being opened in your name without the use of a PIN number that is issued to you when you initiate the freeze. A security freeze is designed to prevent potential creditors from accessing your credit report without your consent. As a result, using a security freeze may interfere with or delay your ability to obtain credit. You must separately place a security freeze on your credit file with each credit reporting agency. If you request a security freeze from a consumer reporting agency, there may be a fee up to \$10 to place, lift, or remove the security freeze. In order to place a security freeze, you may be required to provide the consumer reporting agency with certain identifying and other information including your full name, Social Security number, date of birth, current and previous addresses, a copy of your state-issued identification card, a recent utility bill, and a bank statement or insurance statement.

**Additional Free Resources:** You can obtain information from the consumer reporting agencies, Federal Trade Commission or from your respective state Attorney General about steps you can take toward preventing identity theft. You may report suspected identity theft to law enforcement, including to the Federal Trade Commission or to the Attorney General in your state. Residents of Maryland, North Carolina, and Oregon can obtain more information from their Attorneys General using the contact information below.

### Federal Trade Commission

600 Pennsylvania Ave, NW  
Washington, DC 20580  
[consumer.ftc.gov](http://consumer.ftc.gov), and  
[www.ftc.gov/idtheft](http://www.ftc.gov/idtheft)  
1-877-438-4338

### Maryland

**Attorney General**  
200 St. Paul Place  
Baltimore, MD 21202  
[www.marylandattorneygeneral.gov](http://www.marylandattorneygeneral.gov)  
1-888-743-0023

### North Carolina

**Attorney General**  
9001 Mail Service Center  
Raleigh, NC 27699  
[ncdoj.gov](http://ncdoj.gov)  
1-877-566-7226



**Oregon**

**Department of Justice**

1162 Court Street NE

Salem OR 97301-4096

[www.doj.state.or.us](http://www.doj.state.or.us)

1-877-877-9392

You also have rights under the Fair Credit Reporting Act (FCRA). These include, among others, the right to know what is in your credit file; to dispute incomplete or inaccurate information; and to have consumer reporting agencies correct or delete inaccurate, incomplete, or unverifiable information. For more information about the FCRA, please visit [www.consumer.ftc.gov/articles/pdf-0096-fair-credit-reporting-act.pdf](http://www.consumer.ftc.gov/articles/pdf-0096-fair-credit-reporting-act.pdf).