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CONSUMER PROTECTION



Loungefly, LLC  
3601 West Olive Ave  
Burbank, CA 91505

April 25, 2019

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

**Re: Notification Regarding Potential Unauthorized Acquisition of Personal Information**

Dear Attorney General MacDonald:

I write on behalf of Loungefly, LLC to notify you of an issue that may have involved certain personal information of 8 New Hampshire residents. Loungefly designs and sells clothing, bags and accessories in the pop culture consumer products market through retailers and its online store.

Loungefly appears to have experienced an incident in which unauthorized code was placed on the portion of our computer network that processes payment card transactions for the Loungefly online store at [www.loungefly.com](http://www.loungefly.com). In response, we took immediate steps to secure the affected part of our network, including removing the unauthorized code. Following the discovery of the code, an investigation also was commenced to understand the nature and scope of the incident. The investigation concluded on April 3, 2019. At this time, we believe that we will not ever be able to confirm that any payment card information was in fact acquired by an unauthorized individual as a result of the incident. However, we also cannot rule out the possibility that data associated with certain payment cards, including 8 payment cards apparently belonging to New Hampshire residents, may have been affected. We have reported the matter to law enforcement, but this notice has not been delayed because of law enforcement investigation.

We intend to send the attached notice to the 8 New Hampshire residents described above on or about April 26, 2019.

If you have any questions about this event, please contact me by email at [legal@loungefly.com](mailto:legal@loungefly.com) or by phone at (425) 261-0445.

Sincerely,

Tracy Daw  
General Counsel  
Loungefly, LLC

## **Notification Regarding Potential Unauthorized Acquisition of Personal Information**

April 26, 2019

We write on behalf of Loungefly, LLC to inform you of an issue that may have involved some of your personal information.

**What Happened?** Loungefly appears to have experienced an incident in which unauthorized code was placed on the portion of our computer network that processes payment card transactions for the Loungefly online store at [www.loungefly.com](http://www.loungefly.com). In response, we took immediate steps to secure the affected part of our network, including removing the unauthorized code. Following the discovery of the code, an investigation also was commenced to understand the nature and scope of the incident. The investigation concluded on April 3, 2019. At this time, we believe that we will not ever be able to confirm that any payment card information was in fact acquired by an unauthorized individual as a result of the incident. However, we also cannot rule out the possibility that data associated with less than 3,600 payment cards used in transactions between September 19 and December 17, 2018 may have been affected. We have reported the matter to law enforcement, but this notice has not been delayed because of law enforcement investigation.

**What Information Was Involved?** The following personal information may have been involved in the incident: cardholder name, account number, expiration date, and other numerical information (including security code) from payment cards used on the Loungefly online store. We have not determined that any such cardholder data was in fact stolen but we are providing this notice out of an abundance of caution.

**What We Are Doing.** In addition to the steps described in this notice, we are taking steps to further strengthen and enhance our information security controls and procedures. These steps include ongoing coordination with our development team to further harden our system.

**What You Can Do.** It is always a good practice to be vigilant and closely review or monitor your bank and credit card statements, credit reports and other financial information for any evidence of unusual activity, fraudulent charges or signs of identity theft. Customers are not responsible for counterfeit fraudulent charges on their credit cards or debit cards that are timely reported.

Although the personal information that may have been involved in the incident cannot be used by itself to conduct identity theft, please note that you can contact the Federal Trade Commission (“FTC”) and the national consumer reporting agencies for more information on fraud alerts, security freezes and other steps you can take to avoid identity theft:

**Equifax**, P.O. Box 105788, Atlanta, Georgia 30348, 1-877-478-7625, [www.equifax.com](http://www.equifax.com)

**Experian**, P.O. Box 2002, 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)

**Federal Trade Commission**, Consumer Response Center, 600 Pennsylvania Avenue, NW, Washington, D.C. 20580, 1-877-FTC-HELP (382-4357), [www.ftc.gov/idtheft](http://www.ftc.gov/idtheft)

Additional information about how to place a security freeze is included below. Please also note that you can report any suspected incidents of identity theft to law enforcement, your state's attorney general and/or the FTC. In certain states, you may also obtain any police report filed about this issue.

**For More Information.** If you have any questions regarding the content of this notice, please contact us at [legal@loungefly.com](mailto:legal@loungefly.com) or (425) 261-0723 between the hours of 9:00am – 5:00pm PST Monday through Friday.

\* \* \* \* \*

**Additional Information for North Carolina Residents.** You can obtain information from the North Carolina Attorney General's Office about steps you can take to prevent identity theft. You can contact the North Carolina Attorney General's Office at:

North Carolina Attorney General's Office  
9001 Mail Service Center  
Raleigh, NC 27699-9001  
877-566-7226 (toll-free in North Carolina)  
919-716-6400  
[www.ncdoj.gov](http://www.ncdoj.gov)

**Additional Information for Maryland Residents.** You can obtain information from the Maryland Office of the Attorney General about steps you can take to prevent identity theft. You can contact the Maryland Office of the Attorney General at:

Maryland Office of the Attorney General  
Consumer Protection Division  
200 St. Paul Place  
Baltimore, MD 21202  
888-743-0023 (toll-free in Maryland)  
410-576-6300  
[www.marylandattorneygeneral.gov](http://www.marylandattorneygeneral.gov)

**Additional Information for Rhode Island Residents.** You can obtain information from the Rhode Island Office of the Attorney General about steps you can take to prevent identity theft. You can contact the Rhode Island Office of the Attorney General at:

Rhode Island Office of the Attorney General  
Consumer Protection Unit  
150 South Main Street  
Providence, Rhode Island 02903  
410-274-4400  
[www.riag.ri.gov](http://www.riag.ri.gov)

### **Additional Information About Security Freezes**

You also have a right to place a “security freeze” on your credit report, which will prohibit a consumer reporting agency from releasing information in your credit report without your express authorization. The security freeze is designed to prevent credit, loans and services from being approved in your name without your consent. However, you should be aware that using a security freeze to take control over who gets access to the personal and financial information in your credit report may delay, interfere with or prohibit the timely approval of any subsequent request or application you make regarding a new loan, credit, mortgage, or any other account involving the extension of credit. In addition, a security freeze does not apply to a person or entity, or its affiliates, or collection agencies acting on behalf of the person or entity, with which you have an existing account that requests information in your credit report for the purposes of reviewing or collecting the account. Reviewing the account includes activities related to account maintenance, monitoring, credit line increases, and account upgrades and enhancements.

If you wish to place a security freeze on your credit file, you must separately place a security freeze on your credit file at each credit reporting agency. In order to place a security freeze, you may need to provide the following information: (1) Full name (including middle initial as well as Jr., Sr., II, III, etc.); (2) Social Security Number; (3) Date of birth; (4) Addresses for the prior five years; (5) Proof of current address; and (6) A legible copy of a government issued identification card. You can contact each credit reporting agency below for details on what information each company requires and to place a security freeze on your credit file:

**Equifax Security Freeze**  
P.O. Box 105788  
Atlanta, GA 30348  
800-349-9960  
[www.equifax.com](http://www.equifax.com)

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

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