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STATE OF NH
DEPT OF JUSTICE

2016 SEP 19 PM 4: 29

Consumer Protection Division of the Attorney General's Office
33 Capitol St.
Concord, NH 03301-6397

9/16/2016

To the Consumer Protection Division of the Attorney General's Office,

This letter is to inform you of a privacy incident affecting residents of your state. We have been hired by Lulu's Fashion Lounge, Inc. to notify and provide identity theft protection to the population of persons whose personal information was compromised as the result of a data security incident that was discovered on August 23, 2016.

Lulu's Fashion Lounge, Inc. discovered that their payment card processing system may have been accessed without authorization between August 11 and August 16, 2016, affecting customers entering a payment card new to their system. Lulu's immediately remediated the issue and notified their payment card network so they could coordinate with card issuing banks to monitor for fraudulent activity on cards used during the time frame. Lulu's also launched a full investigation and has implemented system changes and additional safeguards to improve data security. The following information was potentially compromised: name, billing address, payment card number, security code and expiration date. There were a total of 46 potentially affected residents of New Hampshire. The notification letters will be mailed via USPS on 9/16/2016.

ID Experts and Lulu's Fashion Lounge, Inc. wanted to inform you of this privacy incident and make you aware that Lulu's Fashion Lounge, Inc. is providing information and guidance for those who were affected. In addition to making sure that Lulu's Fashion Lounge, Inc. properly notified those whose information was compromised, ID Experts is also providing a dedicated toll free number for members of the affected population to call for information and guidance on recommended steps to take in response to this incident.

We have included a copy of the notification letter here to provide you with more details about the incident. Please do not hesitate to contact us if you have any additional questions about this privacy incident or the assistance we have provided to Lulu's Fashion Lounge, Inc.

Sincerely,

Denyl Green
Project Manager
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Enclosure