



13625 NE Jarrett Street  
Portland, OR 97230  
866-257-0938

RECEIVED

OCT 05 2020

CONFIRMED

September 30, 2020

The Hon. Gordon MacDonald  
Office of the Attorney General  
33 Capitol Street  
Concord, NH 03301

**Re: Notification of Data Breach**

Dear Mr. MacDonald:

Our company operates a small ecommerce business that sells consumer products over the internet under the name, "Made In Oregon." The purpose of this letter is to report a potential data breach incident involving the personal information of residents within your state.

**Nature of Data Breach**

Between the first week of February 2020 and the last week of August 2020, we believe an unauthorized party had access to the customer's name, billing address, shipping address, email address, and credit card information for orders placed on our website. The exact method of obtaining the data is currently under investigation by a forensic investigative team working for a company specializing in data breaches.

**Number of Affected Residents and Method of Notification**

A total of 21 residents of your state may have had their personal information compromised. Approximately 7,800 customers in total may have had personal information compromised.

On October 5, 2020, we will be notifying the potentially affected residents of your state via US Mail. A sample copy of the letter is attached. We have a dedicated toll-free number for the potentially affected customers. We are offering all potentially affected customers in your state one year of ID fraud and credit monitoring protection from Experian at no charge to the customer.

**Steps Taken and Steps Planned to Address Issue**

We have taken numerous steps to address the potential breach. We have hired a forensic investigator specializing in investigating website credit card compromises and their investigation is still on-going. We have also hired an internet security specialist to look at our current security practices. Even though the experts' work is on-going, we have already implemented many new security measures. Our internet hosting company is now running hourly malware scans of our website. Our website development company has implemented two security patches to our website. We will continue to look at other security measures as our experts conclude their research.

Our company has filed reports of the incident with the Portland Police Department and the FBI and we will fully cooperate with any investigations. We have notified the three national credit reporting agencies.

Please direct inquiries to:

Verne Naito  
Vice President  
Naito Corporation  
13625 NE Jarrett St.  
Portland, OR 97230  
(503) 708-3789

Thank you for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read 'Verne Naito', with a long horizontal flourish extending to the right.

Verne Naito  
Vice President

attachments: sample resident letter



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DATE

«Customer\_Name»  
«Address»  
«City»«State»«Zip\_Code»

## NOTICE OF DATA BREACH

Dear Customer:

Made In Oregon values your business and respect the privacy of your information. That is why we are writing you as a precautionary measure to inform you of a data security incident that may involve your personal information.

### WHAT HAPPENED

Between the first week of February 2020 and the last week of August 2020, an unauthorized party may have gained access to your personal information submitted with your order entered through our website.

### WHAT INFORMATION WAS INVOLVED

The data accessed may have included your name, your billing address, the shipping address, your email address, and your credit card information used for the purchase during the above-mentioned timeframe. To our knowledge, no other personal information was available.

### WHAT WE ARE DOING

Working with consultants in computer forensics, we are conducting a thorough review of the potentially affected data and will notify you if there are any significant developments. We have implemented additional security measures designed to prevent a recurrence of this incident and to protect the privacy of customers.

We are also working with law enforcement to ensure the incident is properly addressed.

### WHAT YOU CAN DO

Please review the attachment to this letter, “**Steps You Can Take to Further Protect Your Information.**” We are offering at no charge to you one year of credit monitoring protection through Experian. You must enroll within 90 days to obtain coverage. Details for enrollment are provided in the attachment. Your unique sign up code is «Code».

### FOR MORE INFORMATION

For further assistance or information, please call our incident response center at XXX-XXX-XXXX weekdays between 9:00 am and 5:00 pm PST or email us at [customerservice@madeinoregon.com](mailto:customerservice@madeinoregon.com). We deeply apologize for any inconvenience to you.

Sincerely,  
Made in Oregon

## STEPS YOU CAN TAKE TO FURTHER PROTECT YOUR INFORMATION

- **Review Your Account Statements and Notify Law Enforcement of Suspicious Activity**

As a precautionary measure, we recommend that you remain vigilant by reviewing your account statements and credit reports closely. We highly recommend changing all passwords linked to your accounts as well as updating of your security Q&A. 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 also should promptly report any fraudulent activity or any suspected incidence of identity theft to proper law enforcement authorities, your state attorney general, and/or the Federal Trade Commission (“FTC”).

To file a complaint with the FTC, go to [www.ftc.gov/idtheft](http://www.ftc.gov/idtheft) or call 1-877- IDTHEFT (438-4338). Complaints filed with the FTC will be added to the FTC’s Identity Theft Data Clearinghouse, which is a database made available to law enforcement agencies.

- **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 can electronically submit your request form online at the following link:

<https://www.annualcreditreport.com/requestReport/requestForm.action>. Or you can 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 provided below:

Equifax  
(800) 685-1111  
[www.equifax.com](http://www.equifax.com)  
P.O. Box 740241  
Atlanta, GA 30374

Experian  
(888) 397-3742  
[www.experian.com](http://www.experian.com)  
P.O. Box 9532  
Allen, TX 75013

TransUnion  
(800) 916-8800  
[www.transunion.com](http://www.transunion.com)  
P.O. Box 6790  
Fullerton, CA 92834

- **Fraud Alert**

We recommend 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. *For that reason, placing a fraud alert can protect you but also may also*

*cause delays when you seek to obtain new credit.* To place a fraud alert on your credit report, contact any of the three credit reporting agencies using the contact information below:

Equifax  
(877) 576-5734  
www.alerts.equifax.com  
P.O. Box 740241  
Atlanta, GA 30374

Experian  
(888) 397-3742  
www.experian.com/fraud  
P.O. Box 9532  
Allen, TX 75013

TransUnion  
(800) 680-7289  
www.transunion.com  
P.O. Box 6790  
Fullerton, CA 92834

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 Equifax, Experian and TransUnion. [Additionally, if you request a security freeze from a consumer reporting agency there may be a fee up to \$5 to place, lift or remove the security freeze, unless you area victim of identity theft (or the spouse of a victim of identity theft) and you have submitted a valid police report relating to the identity theft incident to the consumer reporting agency.]

To place a security freeze on your credit report, send a request by mail to a consumer reporting agency at the address below that includes the following (note that if you are requesting a credit report for your spouse, this information must be provided for him/her as well): (1) full name, with middle initial and any suffixes; (2) Social Security number; (3) date of birth; (4) current address and any previous addresses for the past two years; and (5) any applicable incident report or complaint with a law enforcement agency or the Division of Motor Vehicles. The request must also include a copy of a government-issued identification card and a copy of a recent utility bill or bank or insurance statement. It is essential that each copy be legible, display your name and current mailing address, and the date of issue.

**Equifax Security Freeze**, P.O. Box 105788, Atlanta, Georgia 303048

**Experian Security Freeze**, P.O. Box 9554, Allen, TX 75013

**TransUnion Fraud Victim Assistance Division**, P.O. Box 6790, Fullerton, CA 92834-6790

The credit reporting agencies have three (3) business days after receiving your request to place a security freeze on your credit report. The credit bureaus may send written confirmation to you within five (5) business days and provide you with a unique PIN or password, or both that you can use to authorize lifting the security freeze. To lift the security freeze to allow an individual access to your credit report, you must call or send a written request to the credit reporting

agencies by mail with your name, address and social security number and the PIN and indicate who you would like to receive the credit report or the specified period you want your credit report available. The credit reporting agencies have 3 business days to give access to the requested individuals.

To remove the security freeze, you must send a written request to each of the three credit bureaus by mail and include proper identification (name, address, and social security number) and the PIN number provided to you. The credit reporting agencies have 3 business days to give access to the requested individuals. Additionally, if you request a security freeze from a consumer reporting agency there may be a fee up to \$5 to place, lift or remove the security freeze.

- **Additional Free Resources on Identity Theft**

You may wish to review the tips provided by the Federal Trade Commission on how to avoid identity theft. For more information, please visit <http://www.ftc.gov/idtheft> or call 1-877-ID-THEFT (877-438-4338). A copy of "Take Charge: Fighting Back Against Identity Theft", a comprehensive guide from the FTC to help you guard against and deal with identity theft, can be found on the FTC's website at [https://www.consumer.ftc.gov/articles/pdf-0009\\_identitytheft\\_a\\_recovery\\_plan.pdf](https://www.consumer.ftc.gov/articles/pdf-0009_identitytheft_a_recovery_plan.pdf).

- **Credit Monitoring Protection**

In addition to the steps outlined above, you may want to enroll in credit monitoring protection. Made In Oregon is offering at no charge to you one year of IdentityWorks protection from Experian. To obtain the benefits from the program we have arranged to purchase for you, you must enroll. Use the unique code included in the letter accompanying this attachment to register online. Visit <https://portal.experianidworks.com/enrollment/16> and follow the instructions on the website. Your unique sign up code is valid for 60 days and you must sign up before the code expires to obtain this free protection.

A summary of some of the benefits of IdentityWorks include:

- 3-Bureau Credit Monitoring
- Daily Experian Credit Report
- Internet Surveillance
- \$1 Million Identity Theft Insurance
- Identity Restoration

See detailed descriptions of the benefits of the IdentityWorks program on Experian's website.