

September 6, 2017

RECEIVED
SEP 07 2017
CONSUMER PROTECTION

OVERNIGHT

Attorney General Joseph Foster
Office of the Attorney General
33 Capitol Street
Concord, NH 03301

Re: Notice of Data Incident

Dear Attorney General Joseph Foster:

Pursuant to N.H. Rev. Stat. Ann. section 359-C:20, and on behalf of my client Major League Lacrosse, I am writing to notify you of a data incident potentially affecting twenty-two New Hampshire residents.

NATURE OF THE UNAUTHORIZED ACCESS

On Thursday, August 24, 2017, Major League Lacrosse (“MLL”) became aware that a link published for its player pool registration on www.majorleaguelacrosse.com connected to an excel spreadsheet, with a tab to a second sheet containing some player’s personal information. This link was published on August 23, 2017 at 5 P.M. EST. Once MLL discovered the tab on August 24th, it immediately disabled the link and began an investigation into the matter.

The information may have included 12 NH resident’s full name, address, telephone numbers, email address, Social Security number, citizenship, date of birth, height, weight, position, college, graduation year, team, and non-MLL occupation.

The information may have included 10 NH resident’s full name, address, telephone numbers, email address, citizenship, date of birth, height, weight, position, college, graduation year, team, and non-MLL occupation. (No Social Security number)

NUMBER OF NEW HAMPSHIRE RESIDENTS AFFECTED

Twenty-two New Hampshire residents are potentially affected as a result of the incident. The residents were initially emailed regarding the incident on August 28th and they will be mailed a formal notification letter on Friday, September 8, 2017. Please see enclosed for a form version of the two notices to be mailed on September 8th.

Attorney General Joseph Foster
September 6, 2017
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STEPS WE HAVE TAKEN RELATING TO THE INCIDENT

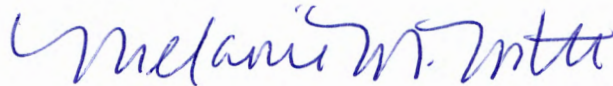
In addition to the steps immediately taken in response to this event, MLL remains vigilant in its efforts to protect confidential information and has already implemented additional safeguards to further minimize the risk of any data incident in the future. They have notified the three credit bureaus and are also notifying all applicable state agencies. Lastly, MLL has secured identity theft protection services through ID Experts® to provide residents 24 months of credit monitoring and a \$1,000,000 insurance reimbursement policy.

OTHER NOTIFICATION AND CONTACT INFORMATION

Notification letters to the potentially impacted residents are scheduled for mailing on Friday, September 8, 2017 by ID Experts. Further, the applicable state Attorney General offices and consumer affairs agencies, as well as the three credit bureaus, are being notified.

For any further information, please contact Melanie Witte at (415) 477-5731, melanie.witte@troutmansanders.com, Troutman Sanders, 580 California Street, Suite 1100, San Francisco, CA 94104.

Sincerely,



Melanie Marie Witte

Enclosure



C/O ID Experts
P.O. Box 10444
Dublin, OH 43017-4044

To Enroll, Please Call:
866-655-4637
Or Visit:
<https://ide.myidcare.com/ml>
Enrollment Code: <XXXXXXXX>

September 8, 2017

<First Name> <Last Name>
<Address1><Address2>
<City, State Zip>

NOTICE OF DATA BREACH

Dear <First Name> <Last Name>:

Major League Lacrosse values and respects your privacy; accordingly, we are writing to advise you about an incident involving potential exposure of some of your personal information. Below, we've outlined steps MLL has undertaken since discovering the incident, and provided guidance on general best practices for identity theft protection.

What Happened?

On Thursday, August 24, 2017, we became aware that a link published for our player pool registration on www.majorleaguelacrosse.com connected to an excel spreadsheet, with a tab to a second sheet containing some of your personal information. This link was published on August 23, 2017 at 5 P.M. EST. Once we discovered the tab on August 24th, we immediately disabled the link and began an investigation into the matter.

What Information Was Involved?

Individuals were impacted differently. Particular to you, the information may have included your full name, address, telephone numbers, email address, Social Security number, citizenship, date of birth, height, weight, position, college, graduation year, team, and non-MLL occupation.

What We Are Doing.

In addition to the steps immediately taken in response to this event, MLL remains vigilant in its efforts to protect the confidential information of its players and has already implemented additional safeguards. We have also reported the incident to all three credit bureaus and applicable state agencies.

As an added precaution, we are offering identity theft protection services through ID Experts®, a data breach and recovery services expert, to provide you with MyIDCare™. MyIDCare services include: 24 months of credit monitoring, a \$1,000,000 insurance reimbursement policy, exclusive educational materials and fully managed id theft recovery services. With this protection, MyIDCare will help you resolve issues if your identity is compromised.

What You Can Do.

We encourage you to contact ID Experts with any questions and to enroll in free MyIDCare services by calling toll-free number 866-655-4637 or going to <https://ide.myidcare.com/ml> and using the Enrollment Code provided at the top of this notice. MyIDCare experts are available Monday through Friday, 8 A.M. to 8 P.M. EST, and they have been versed on the incident and can answer questions or concerns you may have regarding protection of your personal information. Please note the deadline to enroll is December 8, 2017.

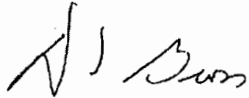
Further, we encourage you to review the enclosed 'Recommended Steps to Help Protect Your Information' sheet to safeguard your information.

For More Information.

If you have questions or need additional information, please call toll free number 866-655-4637, Monday through Friday, from 8:00 A.M. to 8 P.M. EST, or Amy Saulen at 617-787-6631. You may also write us at 20 Guest Street, Suite 125, Boston, MA 02135. Further, you can go to <https://ide.myidcare.com/ml1> for assistance or for any additional questions you may have.

We are sorry this occurred and any inconvenience this may have caused; we appreciate your patience and understanding.

Sincerely,

A handwritten signature in black ink, appearing to read "David Gross". The signature is stylized and cursive.

David Gross
Commissioner
Major League Lacrosse

Recommended Steps to Help Protect Your Information

Please Note: Minors, under the age of 18, should not have a credit history established and are under the age to secure credit. Therefore credit monitoring may not be applicable at this time. All other services provided in the membership will apply. No one is allowed to place a fraud alert on your credit report except you, please follow the instructions below to place the alert.

1. Website and Enrollment. Go to <https://ide.myidcare.com/ml1> and follow the instructions for enrollment using your Enrollment Code provided at the top of the letter. Once you have completed your enrollment, you will receive a welcome letter by email (or by mail if you do not provide an email address when you sign up). The welcome letter will direct you to the exclusive MyIDCare Member Website where you will find other valuable educational information.

2. Activate the credit monitoring provided as part of your MyIDCare membership, which is paid for by Major League Lacrosse. Credit monitoring is included in the membership, but you must personally activate it for it to be effective. Note: You must have established credit and access to a computer and the internet to use this service. If you need assistance, MyIDCare will be able to assist you.

3. Telephone. Contact MyIDCare at 866-655-4637 to gain additional information about this event and speak with knowledgeable representatives about the appropriate steps to take to protect your credit identity.

4. Review your credit reports. We recommend that you remain vigilant by reviewing account statements and monitoring credit reports. Under federal law, you also are entitled every 12 months to one free copy of your credit report from each of the three major credit reporting companies. To obtain a free annual credit report, go to www.annualcreditreport.com or call 1-877-322-8228. You may wish to stagger your requests so that you receive a free report by one of the three credit bureaus every four months.

If you discover any suspicious items and have enrolled in MyIDCare, notify them immediately by calling or by visiting their Member website and filing a theft report.

If you file a theft report with MyIDCare, you will be contacted by a member of our ID Care team who will help you determine the cause of the suspicious items. In the unlikely event that you fall victim to identity theft as a consequence of this incident, you will be assigned an ID Care Specialist who will work on your behalf to identify, stop and reverse the damage quickly.

You should also know that you have the right to file a police report if you ever experience identity fraud. Please note that in order to file a crime report or incident report with law enforcement for identity theft, you will likely need to provide some kind of proof that you have been a victim. A police report is often required to dispute fraudulent items. You can report suspected incidents of identity theft to local law enforcement or to the Attorney General.

5. Place Fraud Alerts. There are also two types of fraud alerts that you can place on your credit report to put your creditors on notice that you may be a victim of fraud: an initial alert and an extended alert. You may ask that an initial fraud alert be placed on your credit report if you suspect you have been, or are about to be, a victim of identity theft. An initial fraud alert stays on your credit report for at least 90 days. You may have an extended alert placed on your credit report if you have already been a victim of identity theft with the appropriate documentary proof. An extended fraud alert stays on your credit report for seven years. You can place a fraud alert on your credit report by calling the toll-free fraud number of any of the three national credit reporting agencies listed below.

Equifax: 1-888-766-0008, P.O. Box 740241, Atlanta, GA 30374

- <https://www.alerts.equifax.com/AutoFraudOnline/jsp/fraudAlert.jsp>

Experian: 1-888-397-3742, P.O. Box 75013, Allen, TX 75013, www.experian.com

- <https://www.experian.com/fraud/center.html>

TransUnion: 1-800-680-7289, P.O. Box 2000, Chester, PA, 19022, fraud.transunion.com

- <http://www.transunion.com/fraud-victim-resource/place-fraud-alert>

If you choose to place a fraud alert, we recommend you do this after activating your credit monitoring.

6. Security Freeze. You may have the right to put 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 a 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. In addition, you may incur fees to place, lift and/or remove a credit freeze. Credit freeze laws vary from state to state. The cost of placing, temporarily lifting, and removing a credit freeze also varies by state, generally \$5 to \$20 per action at each credit reporting company. 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: P.O. Box 105788, Atlanta, GA 30348, www.equifax.com
Experian: P.O. Box 9554, Allen, TX 75013, www.experian.com
TransUnion LLC: P.O. Box 2000, Chester, PA, 19022-2000, freeze.transunion.com

You can obtain more information about fraud alerts and credit freezes by contacting the FTC or one of the national credit reporting agencies listed below.

7. You can obtain additional information about the steps you can take to avoid identity theft from the following agencies. The Federal Trade Commission also encourages those who discover that their information has been misused to file a complaint with them.

- **California Residents:** Visit the California Office of Privacy Protection (www.privacy.ca.gov) for additional information on protection against identity theft.
- **Kentucky Residents:** Office of the Attorney General of Kentucky, 700 Capitol Avenue, Suite 118 Frankfort, Kentucky 40601, www.ag.ky.gov, Telephone: 1-502-696-5300.
- **Maryland Residents:** Office of the Attorney General of Maryland, Consumer Protection Division 200 St. Paul Place Baltimore, MD 21202, www.oag.state.md.us/Consumer, Telephone: 1-888-743-0023.
- **North Carolina Residents:** Office of the Attorney General of North Carolina, 9001 Mail Service Center Raleigh, NC 27699-9001, www.ncdoj.com/, Telephone: 1-919-716-6400 / 1-877-5-NO-SCAM
- **Oregon Residents:** Oregon Department of Justice, 1162 Court Street NE, Salem, OR 97301-4096, www.doj.state.or.us/, Telephone: 877-877-9392

All US Residents: Identity Theft Clearinghouse, Federal Trade Commission, 600 Pennsylvania Avenue, NW Washington, DC 20580, www.consumer.gov/idtheft, 1-877-IDTHEFT (438-4338), TDD: 1-202-326-2502.



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September 8, 2017

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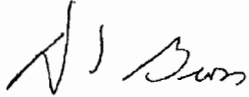
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Commissioner
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- **Oregon Residents:** Oregon Department of Justice, 1162 Court Street NE, Salem, OR 97301-4096, www.doj.state.or.us/, Telephone: 877-877-9392

All US Residents: Identity Theft Clearinghouse, Federal Trade Commission, 600 Pennsylvania Avenue, NW Washington, DC 20580, www.consumer.gov/idtheft, 1-877-IDTHEFT (438-4338), TDD: 1-202-326-2502.