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January 19, 2018

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

STATE OF NH
DEPT OF JUSTICE
2018 JAN 22 AM 11:08

Re: Data Security Incident Affecting Makeup Geek, LLC

Dear Mr. Fox,

I write on behalf of Makeup Geek, LLC regarding a cyber security incident potentially impacting information relating to 10 New Hampshire residents. Please accept this letter as Makeup Geek's notification to the Attorney General's office regarding this breach.

The intrusion and accompanying data breach was discovered on or about December 18, 2017, following the discovery of suspicious code on Makeup Geek's website. Makeup Geek promptly engaged a cybersecurity firm that conducted an investigation. After forensic analysis, it was determined that a computer hacker had managed to insert a hidden piece of malicious code into Makeup Geek's customer-facing web portal, which was able to intercept customer credit card information as it was being entered by the customer by means of a form of keystroke logging. Makeup Geek encrypts its communications between its systems and customers, and stores information in encrypted format. Unfortunately, the malware in question was designed to capture data at the very moment of its entry by Makeup Geek's customers, before encryption of the data. It appears that the breach occurred on December 4, 2017, but was not found by regular virus and malware scans.

Upon discovery, Makeup Geek acted immediately to stop the intrusion. Makeup Geek eliminated the malware code from its system and applied a security patch on December 19th that will prevent further access. More robust security measures have also been taken to prevent future similar incidents.

Upon discovering the nature of the breach, Makeup Geek promptly undertook to identify all potentially affected customers. Written notification of the breach will be provided to all affected individuals within the next week or two.

Gordon J. MacDonald, Attorney General
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If there is any further information which you may wish my client to provide with respect to this data breach, please do not hesitate to contact me.

Very truly yours,



Jennifer A. Puplava

cc: Katerina Duarte (via email only)