



STATE OF NH
DEPT OF JUSTICE

2016 MAY 31 AM 11:39

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May 26, 2016

Attorney General Joseph Foster
Office of the Attorney General
33 Capitol Street
Concord, NH 03302

Dear Attorney General Foster:

We represent Match-Up Solutions, LLC (“Match-Up”) with respect to a recent security incident involving the potential exposure of certain personally identifiable information described in more detail below.

Match-Up is an online provider of customizable, promotional products located in Longwood, Florida. As part of its service offerings, Match-Up also maintains white-labeled e-commerce stores for the purchase of organization-specific, branded merchandise.

1. Nature of security incident.

On May 3, 2016, Match-Up learned that online stores it maintained for one of its clients may have been compromised. Match-Up immediately took the sites offline and hired independent computer forensic experts to assist with its investigation. While the investigation is still ongoing, it appears that one or more unauthorized individuals may have gained access to the e-commerce platform and inserted malware that captured customers’ names, addresses, credit and debit card numbers, security codes, and expiration dates at the point of check-out. Payment cards used to make purchases on the websites between December 7, 2015 and May 3, 2015 may have been impacted. Importantly, payment card numbers are not collected or stored by Match-Up.

2. Number of New Hampshire residents affected.

Thirty-one (31) New Hampshire residents were affected by the incident. A notification letter was sent to the affected individuals on May 26, 2016 via regular mail. Enclosed please find a copy of the notification letter.

3. Steps you have taken or plan to take relating to the incident.

Match-Up has taken steps to further increase its system security by rebuilding the online stores to further increase the protection of information submitted through their websites and enhancing their website intrusion monitoring. Match-Up is offering potentially impacted individuals 12 months of credit monitoring services through AllClearID. Match-Up has also reported this incident to the credit reporting agencies.

May 26, 2016

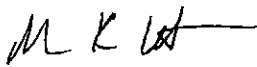
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4. Contact information.

Match-Up remains dedicated to protecting the sensitive information in its systems. If you have any questions or need additional information, please do not hesitate to contact me at MVentrone@ThompsonCoburn.com or (312) 580-2219.

Very truly yours,

Thompson Coburn LLP

A handwritten signature in black ink, appearing to read "M K Ventrone", with a long horizontal flourish extending to the right.

Melissa K. Ventrone

Enclosure



Processing Center • P.O. BOX 141578 • Austin, TX 78714



00134
JOHN Q. SAMPLE
1234 MAIN STREET
ANYTOWN US 12345-6789

May 26, 2016

Notice of Data Security Incident

Dear John Sample:

We are writing to inform you of a data security incident experienced by Match-Up Solutions, LLC (“Match-Up”) that may have resulted in the disclosure of your credit or debit card information. Match-Up maintains the online stores www.travelerscurrierandivescalendar.com and www.travelersonlinestore.com for Travelers promotional items, where you may have recently made a purchase. We take the privacy and security of your information very seriously, and sincerely apologize for any concern or inconvenience this may cause you. This letter contains information about steps you can take to protect your information, and resources we are making available to help you.

What happened:

On May 3, 2016, Match-Up learned of a possible security incident involving the credit or debit card information submitted online. We immediately took the websites offline and engaged independent IT forensic experts to assist with our investigation.

What information was involved:

While the investigation is still ongoing, it appears that your personal information may have been compromised if you made an online purchase on www.travelerscurrierandivescalendar.com or www.travelersonlinestore.com between December 7, 2015 and May 3, 2016. The information potentially exposed includes your name, address, credit or debit card number, verification code, and the card’s expiration date.

What we are doing:

The privacy and protection of your information is a matter we take very seriously, and we have taken steps to prevent this type of event from occurring in the future. This includes rebuilding the online stores to further increase the protection of information submitted through our websites, enhancing our website intrusion monitoring, and reviewing our security policies and procedures.

What you can do:

Although we do not believe you are at risk for identity theft because the information at issue involves your credit or debit card information, we value you as a customer and have arranged to have AllClear ID protect your identity for 12 months at no cost to you. The following identity protection services start on the date of this notice and you can use them at any time during the next 12 months:



01-02-2-00

AllClear SECURE: AllClear ID is ready and standing by if you need identity repair assistance. This service is automatically available to you with no enrollment required. If a problem arises, simply call 1-855-285-9868 and a dedicated investigator will help recover financial losses, restore your credit and make sure your identity is returned to its proper condition.

AllClear PRO: This service offers additional layers of protection including credit monitoring and a \$1 million identity theft insurance policy. To use the PRO service, you will need to provide your personal information to AllClear ID. You may sign up online at www.enroll.allclearid.com or by phone by calling 1-855-285-9868 using the following redemption code: Redemption Code.

Please note: Additional steps may be required by you in order to activate your phone alerts and monitoring options.

We also suggest you monitor your credit or debit card and immediately notify your bank if you see any suspicious activity.

For more information:

If you have any questions or concerns, please call 1-855-285-9868 between the hours of 8 a.m. and 8 p.m. Central Time, Monday through Saturday. Your trust is a top priority for Match-Up, and we deeply regret any inconvenience or concern that this matter may cause you.

Sincerely,



Adam Thornton
President
Match-Up Solutions, LLC

U.S. State Notification Requirements

For residents of Hawaii, Michigan, Missouri, Virginia, Vermont, and North Carolina: It is recommended by state law that you remain vigilant for incidents of fraud and identity theft by reviewing credit card account statements and monitoring your credit report for unauthorized activity.

For residents of Illinois, Iowa, Maryland, Missouri, North Carolina, Oregon, and West Virginia:

It is required by state laws to inform you that you may obtain a copy of your credit report, free of charge, whether or not you suspect any unauthorized activity on your account. You may obtain a free copy of your credit report by contacting any one or more of the following national consumer reporting agencies:

Equifax
P.O. Box 740256
Atlanta, GA 30374
1-800-685-1111
www.equifax.com

Experian
P.O. Box 9532
Allen, TX 75013
1-888-397-3742
www.experian.com

TransUnion
P.O. Box 6790
Fullerton, CA 92834
1-800-916-8800
www.transunion.com

You may also obtain a free copy of your credit report online at www.annualcreditreport.com, by calling toll-free 1-877-322-8228, or by mailing an Annual Credit Report Request Form (available at www.annualcreditreport.com) to: Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA, 30348-5281.

For residents of Iowa:

State law advises you to report any suspected identity theft to law enforcement or to the Attorney General.

For residents of Oregon:

State laws advise you to report any suspected identity theft to law enforcement, including the Attorney General and the Federal Trade Commission.

For residents of Maryland, Illinois, and North Carolina:

You can obtain information from the Maryland and North Carolina Offices of the Attorneys General and the Federal Trade Commission about fraud alerts, security freezes, and steps you can take toward preventing identity theft.

Maryland Office of the Attorney General
Consumer Protection Division
200 St. Paul Place
Baltimore, MD 21202
1-888-743-0023
www.oag.state.md.us

North Carolina Office of the Attorney General
Consumer Protection Division
9001 Mail Service Center
Raleigh, NC 27699-9001
1-877-566-7226
www.ncdoj.com

Federal Trade Commission
Consumer Response Center
600 Pennsylvania Avenue, NW
Washington, DC 20580
1-877-IDTHEFT (438-4338)
www.consumer.gov/idtheft

For residents of Massachusetts:

It is required by state law that you are informed of your right to obtain a police report if you are a victim of identity theft.

For residents of all states:

Fraud Alerts: You can place fraud alerts with the three credit bureaus at one of the three major credit bureaus by phone and also via Experian's or Equifax's website. A fraud alert tells creditors to follow certain procedures, including contacting you, before they open any new accounts or change your existing accounts. For that reason, placing a fraud alert can protect you, but also may delay you when you seek to obtain credit. The contact information for all three credit bureaus is below:

Monitoring: You should always remain vigilant and monitor your accounts for suspicious or unusual activity.

Security Freeze: You also have the right to place a security freeze on your credit report. A security freeze is intended to prevent credit, loans and services from being approved in your name without your consent. To place a security freeze on your credit report, you need to send a request to each consumer reporting agency by certified mail, overnight mail, or regular stamped mail. The following information must be included when requesting a security freeze (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 five years; and (5) any applicable incident report or complaint with a law enforcement agency or the Registry 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. The consumer reporting agency may charge a fee of up to \$5.00 to place a freeze or lift or remove a freeze, but is free if you are a 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. You may obtain a security freeze by contacting any one or more of the following national consumer reporting agencies:

Equifax Security Freeze
P.O. Box 105788
Atlanta, GA 30348
www.equifax.com

Experian Security Freeze
P.O. Box 9554
Allen, TX 75013
<http://www.experian.com/freeze>

TransUnion (FVAD)
P.O. Box 2000
Chester, PA 19016
www.transunion.com

More information can also be obtained by contacting the Federal Trade Commission listed above.

