

▶ Fax

3/7/2017

Company Name: Maxim Capital Enterprises, Inc.

To: Office of the Attorney General

Fax: (603) 271-2110

Company Name: State of New Hampshire

Number of Pages 6
(Including this Sheet)

Comments:

Data Breach Notice

Urgent For Review Please Comment Please Reply Please Recycle

MAXIM CAPITAL ENTERPRISES, INC
PO Box 297158
Brooklyn, NY 11229
T: 718-339-7300
F: 718-339-7340

March 7, 2017

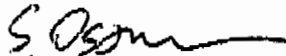
Office of the Attorney General
33 Capitol Street
Concord, NH 03301

Subject: Security Breach Notification

To Whom It May Concern:

In accordance with state law, Maxim Capital Enterprises, Inc. is informing you that we will be notifying 28 New Hampshire residents regarding unauthorized access to their personal information. These residents will be notified by mail this week and will be provided credit monitoring services. A copy of the consumer letter is enclosed.

Sincerely,



Slava Ostromukhov
Chief Financial Officer
Maxim Capital Enterprises, Inc.
T: 718-339-7300
F: 718-339-7340

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PO Box 297158
Brooklyn, NY 11229
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«LetterReference»

March 7, 2017

«First_Name» «Middle_Name» «Last_Name»
«ADDRESS»
«CITY», «State» «ZIP_____»

RE: Important Security and Protection Notification
Please read this entire letter.

We are contacting you regarding a data security incident that occurred sometime between February 4, 2017 and February 21, 2017. Credentials assigned to Maxim Capital Enterprises, Inc. were used without authorization to access credit information from a consumer information provider. This incident involved information typically found in a consumer report such as your name and address and one or more of the following: Social Security number, date of birth, or account numbers. As a result, your personal information may have been potentially exposed to others. Please be assured that we have taken every step necessary to address the incident.

Maxim Capital Enterprises, Inc. has taken steps to ensure that the userid associated with this unauthorized activity has been locked. To prevent reoccurrence, we are taking additional corrective actions that may include but are not limited to: updating system security measures, obtaining a new userid, and implementing enhanced access restrictions.

What we are doing to protect your information:

To help protect your identity, we are offering a complimentary two-year membership of Experian's® ProtectMyID® Elite. This product helps detect possible misuse of your personal information and provides you with superior identity protection support focused on immediate identification and resolution of identity theft.

Activate ProtectMyID in Three Easy Steps

1. ENSURE That You Enroll By: 12/01/2017
2. The URL to activate ProtectMyID membership is: www.protectmyid.com/protect
3. PROVIDE Your Activation Code: «promocode»

If you have questions or need an alternative to enrolling online, please call (877) 736-4493 and provide engagement #: PC106888

ADDITIONAL DETAILS REGARDING YOUR 24-MONTH PROTECTMYID MEMBERSHIP:

A credit card is not required for enrollment. Once your ProtectMyID membership is activated, you will receive the following features:

- **Free copy of your Experian credit report**
- **Surveillance Alerts for:**
 - **Daily Bureau Credit Monitoring:** Alerts of key changes & suspicious activity found on your Experian credit report.
 - **Internet Scan:** Alerts if your personal information is located on sites where compromised data is found, traded or sold.
 - **Change of Address:** Alerts of any changes in your mailing address.
- **Identity Theft Resolution & ProtectMyID ExtendCARE:** Toll-free access to US-based customer care and a dedicated Identity Theft Resolution agent who will walk you through the process of fraud resolution from start to finish for seamless service. They will investigate each incident; help with contacting credit grantors to dispute charges and close accounts including credit, debit and medical insurance cards; assist with freezing credit files; contact government agencies.
 - It is recognized that identity theft can happen months and even years after a data breach. To offer added protection, you will receive ExtendCARE™, which provides you with the same high-level of Fraud Resolution support even after your ProtectMyID membership has expired.
- **\$1 Million Identity Theft Insurance***: Immediately covers certain costs including, lost wages, private investigator fees, and unauthorized electronic fund transfers.
- **Lost Wallet Protection:** If you misplace or have your wallet stolen, an agent will help you cancel your credit, debit, and medical insurance cards.

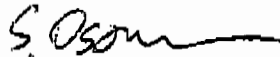
Once your enrollment in ProtectMyID is complete, you should carefully review your credit report for inaccurate or suspicious items. If you have any questions about ProtectMyID, need help understanding something on your credit report or suspect that an item on your credit report may be fraudulent, please contact Experian's customer care team at: (877) 736-4493. For your convenience, their call center is open 6:00 am to 6:00 pm Mon-Fri and 8:00 am to 5:00 pm Sat and Sun (Pacific Time).

What you can do to protect your information: There are additional actions you can consider taking to reduce the chances of identity theft or fraud on your account(s). Please refer to the final page of this letter.

* Identity theft insurance is underwritten by insurance company subsidiaries or affiliates of American International Group, Inc. (AIG). The description herein is a summary and intended for informational purposes only and does not include all terms, conditions and exclusions of the policies described. Please refer to the actual policies for terms, conditions, and exclusions of coverage. Coverage may not be available in all jurisdictions.

We sincerely apologize for this incident, regret any inconvenience it may cause you and encourage you to take advantage of the product outlined herein. Should you have questions or concerns regarding this matter and/or the protections available to you, please do not hesitate to contact us at (718) 339-7300.

Sincerely,



Slava Ostromukhov
Chief Financial Officer
Maxim Capital Enterprises, Inc.

ADDITIONAL ACTIONS TO HELP REDUCE YOUR CHANCES OF IDENTITY THEFT

> PLACE A 90-DAY FRAUD ALERT ON YOUR CREDIT FILE

An Initial 90-day security alert indicates to anyone requesting your credit file that you suspect you are a victim of fraud. When you or someone else attempts to open a credit account in your name, increase the credit limit on an existing account, or obtain a new card on an existing account, the lender should take steps to verify that you have authorized the request. If the creditor cannot verify this, the request should not be satisfied. You may contact one of the credit reporting companies below for assistance.

Equifax
P.O. Box 740256
Atlanta, GA 30374
1-800-525-6285
www.equifax.com

Experian
P.O. Box 9554
Allen, TX 75013
1-888-397-3742
www.experian.com/consumer

TransUnion
P.O. Box 2000
Chester, PA 19022
1-800-880-7289
www.transunion.com

> PLACE A SECURITY FREEZE ON YOUR CREDIT FILE

If you are very concerned about becoming a victim of fraud or identity theft, a security freeze might be right for you. Placing a freeze on your credit report will prevent lenders and others from accessing your credit report in connection with new credit application, which will prevent them from extending credit. A security freeze generally does not apply to circumstances in which you have an existing account relationship and a copy of your report is requested by your existing creditor or its agents or affiliates for certain types of account review, collection, fraud control or similar activities. With a Security Freeze in place, you will be required to take special steps when you wish to apply for any type of credit. This process is also completed through each of the credit reporting companies.

> ORDER YOUR FREE ANNUAL CREDIT REPORTS

Visit www.annualcreditreport.com or call 877-322-8226.

Once you receive your credit reports, review them for discrepancies. Identify any accounts you did not open or inquiries from creditors that you did not authorize. Verify all information is correct. If you have questions or notice incorrect information, contact the credit reporting company.

> MANAGE YOUR PERSONAL INFORMATION

Take steps such as: carrying only essential documents with you; being aware of whom you are sharing your personal information with and shredding receipts, statements, and other sensitive information. We also advise being vigilant when reviewing your account statements for any unusual activity.

> USE TOOLS FROM CREDIT PROVIDERS

Carefully review your credit reports and bank, credit card and other account statements. Be proactive and create alerts on credit cards and bank accounts to notify you of activity. If you discover unauthorized or suspicious activity on your credit report or by any other means, file an identity theft report with your local police and contact a credit reporting company.

> OBTAIN MORE INFORMATION ABOUT IDENTITY THEFT AND WAYS TO PROTECT YOURSELF

- Visit <http://www.experian.com/credit-advice/topic-fraud-and-identity-theft.html> for general information regarding protecting your identity.
- The Federal Trade Commission offers consumer assistance and educational materials relating to identity theft, privacy issues and security freezes.

Federal Trade Commission
600 Pennsylvania Avenue, NW
Washington, DC 20580
877-438-4338
TTY: 1-866-653-4261
www.ftc.gov/idtheft