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December 23, 2020

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VIA E-MAIL (ATTORNEYGENERAL@DOJ.NH.GOV)

The Honorable Gordon MacDonald
Attorney General of the State of New Hampshire
Office of the Attorney General
33 Capitol Street
Concord, New Hampshire 03301

Re: Notification of a Data Security Incident

Dear Attorney General MacDonald:

We represent Metabolic Maintenance Products, Inc. (“Metabolic”) in connection with an incident that may have involved the personal information of certain New Hampshire residents and provide this notice on behalf of Metabolic pursuant to N.H. REV. STAT. ANN. § 359-C:20. This notice will be supplemented, if necessary, with any new significant facts discovered subsequent to its submission. While Metabolic is notifying you of this incident, Metabolic does not waive any rights or defenses relating to the incident or this notice, or the applicability of New Hampshire law on personal jurisdiction.

NATURE OF THE INCIDENT

On September 29, 2020, Metabolic received a notice from its merchant services provider requesting that Metabolic investigate whether payment card data collected through Metabolic’s website (www.metabolicmaintenance.com) may have been subject to unauthorized access. Metabolic engaged a leading forensic security firm to conduct an investigation of the incident and confirm the security of Metabolic’s website and systems. The investigation did not find evidence confirming that payment card information was actually accessed or acquired by any unauthorized third party. Nonetheless, out of an abundance of caution, Metabolic is notifying all individuals who conducted credit card transactions on Metabolic’s website between October 1, 2019 and August 20, 2020 that their name and payment card information may have been subject to unauthorized access. This incident did not involve any Social Security numbers, driver’s license numbers, or other sensitive personal information.

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NOTIFICATION TO THE NEW HAMPSHIRE RESIDENTS

Metabolic determined that fifty-six (56) New Hampshire residents may have been impacted by this incident. Metabolic notified the impacted residents of the situation by letter on December 22, 2020. Metabolic has established a confidential telephone inquiry line to assist the affected individuals with any questions they may have regarding the incident. Attached is a sample of the notification letter that is being sent to the affected New Hampshire residents via first-class United States mail.

STEPS TAKEN RELATING TO THE INCIDENT

Upon learning of the incident, Metabolic promptly engaged a leading forensic security firm to conduct an investigation of the incident and confirm the security of Metabolic's website and systems. Metabolic is undertaking efforts to reduce the risk of a similar incident occurring in the future, including further enhancing the security of its website. Finally, as discussed above, Metabolic is notifying potentially impacted individuals and providing them with information on how they can protect themselves against fraudulent activity and identity theft.

CONTACT INFORMATION

Please do not hesitate to contact me if you have any questions or if I can provide you with any further information concerning this matter.

Very truly yours,

A handwritten signature in black ink, appearing to read "Michael J. Waters".

Michael J. Waters

Enclosure



<<Date>> (Format: Month Day, Year)

<<first_name>> <<middle_name>> <<last_name>> <<suffix>>
<<address_1>>
<<address_2>>
<<city>>, <<state_province>> <<postal_code>>
<<country >>

Dear <<first_name>> <<middle_name>> <<last_name>> <<suffix>>,

RE: Notice of Data Breach

Metabolic Maintenance Products, Inc. (“Metabolic”) values and respects the privacy of your information, which is why we are writing to advise you of a recent incident that may have involved some of your personal information. **We have no reason to believe that your personal information has been misused for the purpose of committing fraud or identity theft.** Nonetheless, we are providing you this notice with guidance on what you can do to protect yourself, should you feel it is appropriate to do so.

What Happened? On September 29, 2020, we were notified that an unknown third party may have gained unauthorized access to certain names and payment card numbers used on our website.

What Information Was Involved? We recently determined the incident potentially impacted some of your personal information including your name and your payment card number(s) ending in <<b2b_text_1 (#####)>>. **The incident did not impact your Social Security number.**

What We Are Doing? Upon learning of the incident, we promptly commenced an investigation and hired a leading forensic security firm to confirm the security of our systems and website. Our investigation recently concluded and did not find evidence confirming that payment card information was actually accessed or acquired by any unauthorized third party.

What You Can Do? While we have no evidence that anyone’s personal information has been misused, you can find more information on steps to protect yourself against identity theft or fraud in the enclosed *Additional Important Information* sheet.

Other Important Information For further information and assistance, please call 1-833-960-3585 from 6:00 A.M. – 3:30 P.M. PST, Monday through Friday, excluding major U.S. holidays.

We value the trust you place in us to protect your privacy and take our responsibility to safeguard your personal information seriously. We have worked closely with our cybersecurity providers to ensure that our website is secure and that payments are being safely processed. We apologize for any inconvenience or concern this incident might cause.

Sincerely,

Dan Young

General Manager
Metabolic Maintenance

Additional Important Information

Although we feel the incident does not create a danger of identity theft or fraud, we want to make sure you can get more information about these issues. The FTC is a good resource and can be reached at www.ftc.gov/idtheft or by calling 1-877-ID-THEFT (1-877-438-4338). You can also contact the national credit reporting agencies at:

Equifax	Experian	TransUnion
1-866-349-5191	1-888-397-3742	1-800-888-4213
www.equifax.com	www.experian.com	www.transunion.com
P.O. Box 740241	P.O. Box 2002	P.O. Box 2000
Atlanta, GA 30374	Allen, TX 75013	Chester, PA 19016

Other Important Information

You may wish to review the tips provided by the FTC on fraud alerts, security/credit freezes and steps you can take to avoid identity theft. You may also contact the FTC at Federal Trade Commission, 600 Pennsylvania Avenue, NW, Washington, DC 20580.

Credit Reports: You may obtain a free copy of your credit report once every 12 months from each of the three national credit reporting agencies by visiting www.annualcreditreport.com, by calling toll-free 1-877-322-8228, 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 print a copy of the request form at <https://www.annualcreditreport.com/manualRequestForm.action>.

Alternatively, you may 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 as follows:

Equifax	Experian	TransUnion
1-866-349-5191	1-888-397-3742	1-800-888-4213
www.equifax.com	www.experian.com	www.transunion.com
P.O. Box 740241	P.O. Box 2002	P.O. Box 2000
Atlanta, GA 30374	Allen, TX 75013	Chester, PA 19016

Fraud Alerts: You may want to consider placing a fraud alert on your credit report. A fraud alert is free and will stay on your credit report for one (1) year. The alert informs creditors of possible fraudulent activity within your report and requests that the creditor contact you prior to establishing any new accounts in your name. To place a fraud alert on your credit report, contact any of the three national credit reporting agencies using the contact information listed above. Additional information is available at www.annualcreditreport.com.

Credit and Security Freezes: You may have the right to place 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 the 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. 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 Security Freeze	Experian Security Freeze	TransUnion Security Freeze
1-888-298-0045	1-888-397-3742	1-888-909-8872
www.equifax.com	www.experian.com	www.transunion.com
P.O. Box 105788	P.O. Box 9554	P.O. Box 160
Atlanta, GA 30348	Allen, TX 75013	Woodlyn, PA 19094

Individuals interacting with credit reporting agencies have rights under the Fair Credit Reporting Act. We encourage you to review your rights under the Fair Credit Reporting Act by visiting https://files.consumerfinance.gov/f/documents/bcfp_consumer-rights-summary_2018-09.pdf, or by requesting information in writing from the Consumer Financial Protection Bureau, 1700 G Street N.W., Washington, DC 20552.

This notice was not delayed by a law enforcement investigation.

Iowa Residents: Iowa residents can contact the Office of the Attorney general to obtain information about steps to take to avoid identity theft from the Iowa Attorney General's office at: Office of the Attorney General of Iowa, Hoover State Office Building, 1305 E. Walnut Street, Des Moines IA 50319, 515-281-5164.

Maryland Residents: Maryland residents can contact the Office of the Attorney General to obtain information about steps you can take to avoid identity theft from the Maryland Attorney General's office at: Office of the Attorney General, 200 St. Paul Place, Baltimore, MD 21202, (888) 743-0023, <http://www.marylandattorneygeneral.gov/>.

New York State Residents: New York residents can obtain information about preventing identity theft from the New York Attorney General's Office at: Office of the Attorney General for the State of New York, Bureau of Consumer Frauds & Protection, The Capitol, Albany, New York 12224-0341; <https://ag.ny.gov/consumer-frauds/identity-theft>; (800) 771-7755.

North Carolina Residents: North Carolina residents can obtain information about preventing identity theft from the North Carolina Attorney General's Office at: North Carolina Attorney General's Office, Consumer Protection Division, 9001 Mail Service Center, Raleigh, NC 27699-9001; 877-5-NO-SCAM (Toll-free within North Carolina); 919-716-6000; www.ncdoj.gov.

Rhode Island Residents: We believe that this incident affected 45 Rhode Island residents. Rhode Island residents can contact the Office of the Attorney general at: Rhode Island Office of the Attorney General, 150 South Main Street, Providence, RI 02903, (401) 274-4400, www.riag.ri.gov. You have the right to obtain any police report filed in regard to this incident. If you are the victim of identity theft, you also have the right to file a police report and obtain a copy of it.

Vermont Residents: If you do not have internet access but would like to learn more about how to place a security freeze on your credit report, contact the Vermont Attorney General's Office at 802-656-3183 (800-649-2424 toll free in Vermont only).

Washington, DC Residents: Washington, DC residents can obtain information about steps to take to avoid identity theft from the Office of the Attorney General for the District of Columbia at: 441 4th Street, NW, Washington, DC 20001; 202-727-3400; www.oag.dc.gov.