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COUGHLIN<sup>LLC</sup>  
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RECEIVED

MAY 28 2019

CONSUMER PROTECTION

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May 24, 2019

**INTENDED FOR ADDRESSEE(S) ONLY**

**VIA U.S. MAIL**

Attorney General Gordon J. MacDonald  
Office of the New Hampshire Attorney General  
Consumer Protection Bureau  
33 Capitol Street  
Concord, NH 03301

**Re: Notice of Data Event**

Dear Attorney General MacDonald:

We represent the National Wildlife Federation (“NWF”) located at 11100 Wildlife Center Drive, Reston, VA 20190 and write to notify your office of an incident that may affect the security of some payment card information relating to certain New Hampshire residents. The investigation into this matter is ongoing, and this notice will be supplemented with any new significant facts learned subsequent to its submission. By providing this notice, NWF does not waive any rights or defenses regarding the applicability of New Hampshire law, the applicability of the New Hampshire data event notification statute, or personal jurisdiction.

**Nature of the Data Event**

On or about April 25, 2019, NWF identified signs that a back-end database hosted by a third-party vendor that contained *Ranger Rick Zoobooks* customer information was accessed without authorization. NWF worked with third party investigators to determine what happened, what information was involved and to prevent further access. Through this investigation NWF learned that the back-end database was accessed without authorization on or around January 3, 2019. The database involved was used to maintain customer information to assist with processing of payments and fulfilment of customer orders. The investigation included a review of the information accessible within the database to identify the types of information accessible and to whom this information may relate.

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The information potentially affected includes cardholder name and address, credit or debit card number, expiration date, and card security code number or CVV.

### **Notice to New Hampshire Residents**

On May 24, 2019, NWF began providing written notice of this incident to potentially affected individuals, which includes three hundred twenty-nine (329) New Hampshire residents. Written notice is being provided in substantially the same form as the letter attached here as *Exhibit A*.

### **Other Steps Taken and To Be Taken**

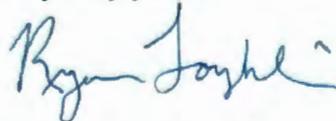
Upon discovering the event, NWF moved quickly to investigate and respond to the incident by identifying those who may potentially be affected and providing them with notice. NWF also worked with its third-party vendor to implement additional security measures to further protect the privacy and security of the information in its care.

Additionally, NWF is providing all impacted individuals with guidance on how to better protect against identity theft and fraud, including advising individuals to report any suspected incidents of identity theft or fraud to their credit card company and/or bank. NWF is also providing individuals with information on how to place a fraud alert and security freeze on one's credit file, the contact details for the national consumer reporting agencies, information on how to obtain a free credit report, a reminder to remain vigilant for incidents of fraud and identity theft by reviewing account statements and monitoring free credit reports, and encouragement to contact the Federal Trade Commission, their state Attorney General, and law enforcement to report attempted or actual identity theft and fraud. NWF is working with law enforcement to investigate the incident and has reported this incident to the credit card companies. NWF is also providing written notice of this incident to other state regulators and the consumer reporting agencies, as required.

### **Contact Information**

Should you have any questions regarding this notification or other aspects of the data security event, please contact us at (267) 930-4786.

Very truly yours,



Ryan C. Loughlin of  
MULLEN COUGHLIN LLC

RCL/gcl  
Enclosure

# **EXHIBIT A**



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

<<FirstName>> <<MiddleName>> <<LastName>> <<NameSuffix>>  
<<Address1>>  
<<Address2>>  
<<City>>, <<State>> <<Zip>>

Dear <<FirstName>> <<MiddleName>> <<LastName>> <<NameSuffix>>,

The National Wildlife Federation ("NWF") is writing to inform you about an incident that may affect the security of certain payment card information. NWF recently discovered that customer credit and debit card data that was entered into our *Ranger Rick Zoobooks* e-commerce website may have been captured by unauthorized actors. We take this incident very seriously and are providing you with information on what happened, what we are doing and what steps you can take, should you feel it is appropriate to do so.

**What Happened?** On or about April 25, 2019, NWF identified signs that a back-end database hosted by a third party vendor that contained *Ranger Rick Zoobooks* customer information was accessed without authorization. NWF worked with third party investigators to determine what happened, what information was involved, and to prevent further access. Through this investigation NWF learned that the back-end database was accessed without authorization on or around January 3, 2019. The database involved was used to maintain customer information to assist with processing of payments and fulfillment of customer orders. The investigation included a review of the information accessible within the database to identify the types of information accessible and to whom this information may relate.

**What Information Was Involved?** While the investigation was unable to definitively confirm whether your card data was accessed or taken, NWF is notifying you in an abundance of caution because we have confirmed that your credit or debit card was used for a *Ranger Rick Zoobooks* transaction and was present within the database at the time of this event. The information potentially affected includes your name and address, credit or debit card number, expiration date, and card security code number or CVV.

**What We Are Doing.** We take the security of personal information in our care very seriously. We have security measures in place to help protect the data on our systems and are working with our third party vendor to implement additional safeguards and training to further protect the privacy and security of information in our care. We immediately took steps to secure the website and are working with law enforcement to investigate the incident. This incident has been reported to your credit card company, and we will be reporting this incident to certain state regulators and Attorneys General.

**What You Can Do.** Please review the enclosed "Steps You Can Take to Prevent Identity Theft and Fraud." We advise you to monitor your payment card account statements and report any suspicious charges to the issuer of your payment card.

**For More Information.** We regret any concern this situation has caused you and understand that you may have questions about this incident that are not addressed in this letter. If you have additional questions, or need assistance please call our dedicated assistance line at 1-800-490-9047, Monday through Friday from 8:00 a.m. to 5:30 p.m. Central Time.

Sincerely,

Robert Harper  
Executive Publisher  
*Ranger Rick* and *National Wildlife* Outreach  
The National Wildlife Federation

## Steps You Can Take to Protect Against Identity Theft and Fraud

We encourage you to remain vigilant against incidents of identity theft and fraud, to review your account statements, and to monitor your credit reports for suspicious activity. If you see any suspicious charges on your credit card account statements, we encourage you to promptly report the suspicious charges to the issuer of your credit card. Under U.S. law you are entitled to one free credit report annually from each of the three major credit reporting bureaus. To order your free credit report, visit [www.annualcreditreport.com](http://www.annualcreditreport.com) or call, toll-free, 1-877-322-8228. You may also contact the three major credit bureaus directly to request a free copy of your credit report.

You have the right to place a "security freeze" on your credit report, which will prohibit a consumer reporting agency from releasing information in your credit report without your express authorization. The security freeze is designed to prevent credit, loans, and services from being approved in your name without your consent. However, you should be aware that using a security freeze to take control over who gets access to the personal and financial information in your credit report may delay, interfere with, or prohibit the timely approval of any subsequent request or application you make regarding a new loan, credit, mortgage, or any other account involving the extension of credit. Pursuant to federal law, you cannot be charged to place or lift a security freeze on your credit report. Should you wish to place a security freeze, please contact the major consumer reporting agencies listed below:

<b>Experian</b> P.O. Box 9554 Allen, TX 75013 1-888-397-3742 <a href="http://www.experian.com/freeze/center.html">www.experian.com/freeze/center.html</a>	<b>TransUnion</b> P.O. Box 2000 Chester, PA 19016 1-888-909-8872 <a href="http://www.transunion.com/credit-freeze">www.transunion.com/credit-freeze</a>	<b>Equifax</b> P.O. Box 105788 Atlanta, GA 30348-5788 1-800-685-1111 <a href="http://www.equifax.com/personal/credit-report-services">www.equifax.com/personal/credit-report-services</a>
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In order to request a security freeze, you will need to provide the following information:

1. Your full name (including middle initial as well as Jr., Sr., II, III, etc.);
2. Social Security number;
3. Date of birth;
4. If you have moved in the past five (5) years, provide the addresses where you have lived over the prior five years;
5. Proof of current address, such as a current utility bill or telephone bill;
6. A legible photocopy of a government-issued identification card (state driver's license or ID card, military identification, etc.);
7. If you are a victim of identity theft, include a copy of either the police report, investigative report, or complaint to a law enforcement agency concerning identity theft.

As an alternative to a security freeze, you have the right to place an initial or extended "fraud alert" on your file at no cost. An initial fraud alert is a 1-year alert that is placed on a consumer's credit file. Upon seeing a fraud alert display on a consumer's credit file, a business is required to take steps to verify the consumer's identity before extending new credit. If you are a victim of identity theft, you are entitled to an extended fraud alert, which is a fraud alert lasting seven years. Should you wish to place a fraud alert, please contact any one of the agencies listed below:

<b>Experian</b> P.O. Box 2002 Allen, TX 75013 1-888-397-3742 <a href="http://www.experian.com/fraud/center.html">www.experian.com/fraud/center.html</a>	<b>TransUnion</b> P.O. Box 2000 Chester, PA 19016 1-800-680-7289 <a href="http://www.transunion.com/fraud-victim-resource/place-fraud-alert">www.transunion.com/fraud-victim-resource/place-fraud-alert</a>	<b>Equifax</b> P.O. Box 105069 Atlanta, GA 30348 1-888-766-0008 <a href="http://www.equifax.com/personal/credit-report-services">www.equifax.com/personal/credit-report-services</a>
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You can further educate yourself regarding identity theft, fraud alerts, security freezes, and the steps you can take to protect yourself, by contacting the consumer reporting agencies, the Federal Trade Commission, or your state Attorney General.

The Federal Trade Commission can be reached at: 600 Pennsylvania Avenue NW, Washington, DC 20580, [www.identitytheft.gov](http://www.identitytheft.gov), 1-877-ID-THEFT (1-877-438-4338); TTY: 1-866-653-4261. The Federal Trade Commission also encourages those who discover that their information has been misused to file a complaint with them. You can obtain further information on how to file such a complaint by way of the contact information listed above. You have the right to file a police report if you ever experience identity theft or fraud. Please note that in order to file a report with law enforcement for identity theft, you will likely need to provide some proof that you have been a victim. Instances of known or suspected identity theft should also be reported to law enforcement and your state Attorney General. This notice has not been delayed by law enforcement.

**For North Carolina residents**, the Attorney General can be contacted at 9001 Mail Service Center, Raleigh, NC 27699-9001, 1-877-566-7226 or 1-919-716-6400, [www.ncdoj.gov](http://www.ncdoj.gov).

**For Maryland residents**, the Attorney General can be contacted at 200 St. Paul Place, 16th Floor, Baltimore, MD 21202, 1-888-743-0023, [www.oag.state.md.us](http://www.oag.state.md.us).

**For New Mexico residents**, you have rights pursuant to the Fair Credit Reporting Act, such as the right to be told if information in your credit file has been used against you, the right to know what is in your credit file, the right to ask for your credit score, and the right to dispute incomplete or inaccurate information. Further, pursuant to the Fair Credit Reporting Act, the consumer reporting agencies must correct or delete inaccurate, incomplete, or unverifiable information; consumer reporting agencies may not report outdated negative information; access to your file is limited; you must give your consent for credit reports to be provided to employers; you may limit "prescreened" offers of credit and insurance you get based on information in your credit report; and you may seek damages from violators. You may have additional rights under the Fair Credit Reporting Act not summarized here. Identity theft victims and active duty military personnel have specific additional rights pursuant to the Fair Credit Reporting Act. We encourage you to review your rights pursuant to the Fair Credit Reporting Act by visiting [www.consumerfinance.gov/f/201504\\_cfpb\\_summary\\_your-rights-under-fcra.pdf](http://www.consumerfinance.gov/f/201504_cfpb_summary_your-rights-under-fcra.pdf), or by writing Consumer Response Center, Room 130-A, Federal Trade Commission, 600 Pennsylvania Ave. N.W., Washington, D.C. 20580.

**For Rhode Island Residents:** The Rhode Island Attorney General can be reached at: 150 South Main Street, Providence, Rhode Island 02903, [www.riag.ri.gov](http://www.riag.ri.gov), 1-401-274-4400. Under Rhode Island law, you have the right to obtain any police report filed in regard to this incident. There are approximately 163 Rhode Island residents impacted by this incident.