



MULLEN
COUGHLIN^{LLC}
ATTORNEYS AT LAW

RECEIVED

MAR 31 2020

CONSUMER PROTECTION

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1275 Drummers Lane, Suite 302
Wayne, PA 19087

March 27, 2020

INTENDED FOR ADDRESSEE(S) ONLY

VIA U.S. MAIL

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

Re: Notice of Data Event

Dear Sir or Madam:

We represent Nature's Way Brands, LLC ("Nature's Way") located at 825 Challenger Drive, Green Bay, WI 54311, and write, on behalf of Nature's Way, to notify your Office of an incident that may affect the security of certain personal information of approximately three (3) New Hampshire residents. The investigation into this event is ongoing, and this notice will be supplemented with any new significant facts learned subsequent to its submission. By providing this notice, Nature's Way does not waive any rights or defenses regarding the applicability of New Hampshire law, the New Hampshire data breach notification statute, or personal jurisdiction.

Nature of the Data Event

Nature's Way discovered suspicious activity related to an attempted wire fraud related to a routine payment. Nature's Way immediately began an internal investigation to determine the nature and scope of this activity. Working with third party forensic investigators, Nature's Way determined that an unknown actor may have gained access to a limited number of employee email accounts as a result of a phishing email campaign. The investigation was unable to determine if any specific email or attachment was actually viewed. Nature's Way, therefore, undertook a comprehensive review of the contents of the accounts to identify personal information that could potentially be accessible. On January 20, 2020, Nature's Way determined that personal information was potentially accessible within the account and took steps to identify the relevant individuals and confirm contact information. The investigation determined that the following types of information related to New Hampshire residents may have been accessible within the impacted accounts: name, Social Security number, and bank / financial account number. To date, Nature's Way is unaware of any actual or attempted misuse of any personal information as a result of this incident.

Notice to New Hampshire Residents

On or around March 27, 2020, Nature's Way began providing written notice of this incident to potentially affected individuals, including approximately three (3) 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 learning of unusual activity in its email system, Nature's Way immediately took steps to secure the affected accounts and launched an in-depth investigation, with the assistance of a third-party forensic investigation firm, to determine the nature and scope of this incident. As part of Nature's Way's ongoing commitment to the privacy of personal information in its care, Nature's Way is reviewing its existing policies and procedures and implementing additional safeguards to further secure the information in its systems. Nature's Way is also notifying relevant regulatory authorities of this event, as required by applicable law.

Additionally, Nature's Way is providing potentially impacted individuals with complimentary access to 24 months of identity monitoring, fraud consultation, and identity theft restoration services through Experian. Nature's Way is providing potentially affected individuals with guidance on how to better protect against identity theft and fraud, including 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.

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/ew
Enclosure

EXHIBIT A



Return Mail Processing
PO Box 589
Claysburg, PA 16625-0589

March 27, 2020

F4280-L01-0000001 P001 T00001 *****MIXED AADC 159



SAMPLE A SAMPLE - L01 Individual
APT 123
123 ANY ST
ANYTOWN, US 12345-6789



Re: Notice of Data Breach

Dear Sample A Sample:

Nature's Way Brands, LLC ("Nature's Way") is writing to inform you of an incident that may affect the security of some of your personal information. This notice provides information about the incident, Nature's Way's response, and resources available to you, including complimentary credit monitoring services, to help protect your information from possible misuse, should you feel it necessary to do so.

What Happened? Nature's Way discovered suspicious activity related to an attempted wire fraud related to a routine payment. Nature's Way immediately began an internal investigation to determine the nature and scope of this activity. Working with third party forensic investigators, Nature's Way determined that an unknown actor may have gained access to a limited number of employee email accounts as a result of a phishing email campaign. The investigation was unable to determine if any specific email or attachment were actually viewed. Nature's Way, therefore, undertook a comprehensive review of the contents of the accounts to identify personal information that could potentially be accessible. Through this review, on or about January 20, 2020, it was confirmed that some of your personal information was present in an affected account at the time of the incident.

What Information Was Involved? The investigation determined that some of your personal information was present in an affected account at the time of the incident including your name and Extra1 Extra1 Extra1, Extra1 / Extra1 Extra1 Extra1 Extra1, Extra1 / Extra1 Extra1 Extra1 Extra1, Extra1 / Extra1 Extra1 Extra1 Extra1, Extra1 / Extra1. **To date, Nature's Way is unaware of any actual or attempted misuse of your personal information as a result of this incident.**

What We Are Doing. Nature's Way takes this incident and the security of personal information in its care seriously. Upon learning of this incident, Nature's Way moved quickly to investigate and respond to this incident, assess the security of relevant Nature's Way systems, and notify potentially affected individuals. Nature's Way's response included resetting relevant account passwords, reviewing the contents of the accounts to determine whether they contained protected information, and reviewing internal systems to identify contact information for purposes of providing notice to potentially affected individuals. As part of Nature's Way's ongoing commitment to the security of information Nature's Way is also reviewing existing policies, procedures and existing security measures.



Nature's Way notified law enforcement of this incident and is notifying relevant state and federal regulators. Nature's Way is offering you access to complimentary credit monitoring and identity protection services for 24 months through Experian. While Nature's Way will cover the cost of these services, you will need to complete the activation process. If you wish to activate the credit monitoring and identity protection services, you may follow the instructions included below.

Activate Credit Monitoring Services:

As an added precaution, and at no cost to you, we arranged to have Experian provide identity monitoring for 24 months. Experian is a global leader in risk mitigation and response, and their team has extensive experience helping people who have sustained an unintentional exposure of personal information. Your identity monitoring services include Credit Monitoring, Fraud Consultation, and Identity Theft Restoration. It is incumbent upon you to activate these services, as we are not able to act on your behalf to enroll you in the credit monitoring service. To activate your membership and start monitoring your personal information, please call our call center at 855-385-6190 (toll free), M-F 6am – 6pm PST; Sat/Sun 8am – 5pm PST (excluding U.S. holidays) or follow the steps below:

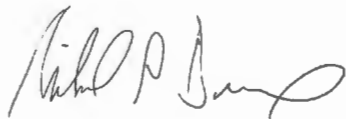
- Visit www.experianidworks.com/credit to activate and take advantage of your identity monitoring services.
- *You have until 6.30.20 to activate your identity monitoring services.*
- Activation Code: ABCDEFGHI

What You Can Do. We encourage you to remain vigilant against incidents of identity theft and fraud, to review your account statements, explanation of benefits, and credit reports for suspicious activity. You may also review the information contained in the attached *Steps You Can Take to Protect Personal Information*.

For More Information. We understand that you may have questions about this incident that are not addressed in this letter. If you have additional questions, please call our call center at 855-385-6190 (toll free), M-F 6am – 6pm PST; Sat/Sun 8am – 5pm PST (excluding U.S. holidays). You may also write to Nature's Way at: 825 Challenger Drive, Green Bay, WI 54311 or email Nature's Way at PeopleTeam@naturesway.com.

We sincerely regret any inconvenience or concern this incident may have caused.

Sincerely,



Michael P. Devereux
President and CEO
Nature's Way Brands, LLC

Steps You Can Take to Protect Personal Information

Monitor Accounts

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. 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 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:

Experian

PO Box 9554
Allen, TX 75013
1-888-397-3742
www.experian.com/freeze/center.html

TransUnion

P.O. Box 160
Woodlyn, PA 19094
1-888-909-8872
www.transunion.com/credit-freeze

Equifax

PO Box 105788
Atlanta, GA 30348-5788
1-800-685-1111
www.equifax.com/personal/credit-report-services

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:

Experian

P.O. Box 9554
Allen, TX 75013
1-888-397-3742
www.experian.com/fraud/center.html

TransUnion

P.O. Box 2000
Chester, PA 19016
1-800-680-7289
www.transunion.com/fraud-victim-resource/place-fraud-alert

Equifax

P.O. Box 105069
Atlanta, GA 30348
1-888-766-0008
www.equifax.com/personal/credit-report-services



Additional Information

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; 1-877-ID-THEFT (1-877-438-4338); and 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 Maryland residents, the Attorney General can be contacted at 200 St. Paul Place, 16th Floor, Baltimore, MD 21202, 1-410-528-8662, 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 violator. 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, or by writing Consumer Response Center, Room 130-A, Federal Trade Commission, 600 Pennsylvania Ave. N.W., Washington, D.C. 20580.

For North Carolina residents, the Attorney General can be contacted at 9001 Mail Service Center, Raleigh, NC 27699-9001, 1-877-566-7226 or 1-919-716-6000, www.ncdoj.gov. You can obtain information from the Attorney General or the Federal Trade Commission about preventing identity theft.

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, 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 2 Rhode Island residents impacted by this incident.

For New York residents, the Attorney General may be contacted at: Office of the Attorney General, The Capitol, Albany, NY 12224-0341; 1-800-771-7755; <https://ag.ny.gov/>.