



MULLEN
COUGHLIN_{LLC}
ATTORNEYS AT LAW

RECEIVED

JUL 03 2023

CONSUMER PROTECTION
426 W. Lancaster Avenue, Suite 200
Devon, PA 19333

June 28, 2023

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

To Whom It May Concern:

We represent New England Ice Cream Company ("NEICC") located at 222 Mansfield Avenue Norton, MA 02766, and are writing to notify your office of an incident that may affect the security of certain personal information relating to seventeen (17) New Hampshire residents. By providing this notice, NEICC 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 around March 7, 2023, NEICC identified suspicious activity related its servers and systems. NEICC immediately launched an investigation into the nature and scope of the event with the assistance of third-party subject matter specialists. The investigation determined that an unknown individual accessed NEICC's systems between March 4, 2023 and March 7, 2023, and took some information.

Following the investigation, NEICC then undertook a thorough and time-intensive review of the potentially impacted files for sensitive information. This review was recently completed and determined that information relating to individuals was present within the impacted files.

The information that could have been subject to unauthorized access includes

Notice to New Hampshire Residents

On or about June 28, 2023, NEICC provided written notice of this incident to seventeen (17) 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, NEICC moved quickly to investigate and respond to the incident, assess the security of NEICC systems, and identify potentially affected individuals. Further, NEICC notified federal law enforcement regarding the event. NEICC is also working to implement additional safeguards and training to its employees. NEICC is providing access to credit monitoring services for _____, through Epiq, to individuals whose personal information was potentially affected by this incident, at no cost to these individuals.

Additionally, NEICC is providing impacted individuals with guidance on how to better protect against identity theft and fraud. NEICC is 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.

NEICC is providing written notice of this incident to relevant state and federal regulators, as necessary, and to the three major credit reporting agencies, Equifax, Experian, and TransUnion. NEICC is aware that law enforcement is currently investigating the event in response to NEICC's notification regarding the event.

Contact Information

Should you have any questions regarding this notification or other aspects of the data security event, please contact us at

Very truly yours,

Edward J. Finn of
MULLEN COUGHLIN LLC

EJF/nsl
Enclosure

EXHIBIT A



Secure Processing Center
P.O. Box 3826
Suwanee, GA 30024

<<Name 1>>
<<Name 2>>
<<Address 1>>
<<Address 2>>
<<City>>, <<State>> <<Zip>>
<<Country>>

June 21, 2023

NOTICE OF SECURITY INCIDENT

Dear <<Name 1>>:

New England Ice Cream Company is providing notice of an event that may affect the security of some of your information. Although we have no indication that your information has been fraudulently misused in relation to this event, we are providing you with information about the event, our response, and additional measures you can take to help protect your information, should you feel it appropriate to do so.

What Happened? On or around March 7, 2023, New England Ice Cream Company identified suspicious activity related to its servers and systems. We immediately launched an investigation into the nature and scope of the event with the assistance of third-party subject matter specialists. Through our investigation, we learned that an unknown individual accessed New England Ice Cream Company's systems between March 4, 2023 and March 7, 2023, and took some information.

In an abundance of caution, we worked with specialists to undertake a comprehensive review of information stored in the impacted files to determine what information was affected and to whom the information related. We then conducted a manual review of our records to confirm the identities of individuals affected by this event and their contact information to provide notifications. We recently completed this review.

What Information Was Involved? Our investigation determined that the following types of information related to you were present in the involved files at the time of the event:

What We Are Doing. We take this event and the security of information in our care seriously. Upon discovering this event, we promptly took steps to investigate and respond, assess the security of our systems, and notify potentially affected individuals. In response to this event, we are reviewing and enhancing our information security policies and procedures.

Although we are unaware of any fraudulent misuse of your information as a result of this event, as an additional precaution, New England Ice Cream Company is offering you access to _____ of complimentary credit monitoring and identity restoration services through Epiq. Details of this offer and instructions on how to activate these services are enclosed with this letter.

What You Can Do. As a precautionary measure, individuals are encouraged to remain vigilant against incidents of identity theft by reviewing account statements and credit reports for unusual activity and to detect errors. Additional resources can be found below in the *Steps You Can Take to Help Protect Personal Information*. You may also enroll in the complimentary credit monitoring services being offered.

For More Information. If you have additional questions, you may contact our dedicated assistance line toll-free at . This toll-free line is available Monday through Friday, 9:00 AM to 9:00 PM EST. You may also write to New England Ice Cream Company at 222 Mansfield Ave, Norton, MA 02766.

Sincerely,

Jamey Lagor
Executive Vice President - Finance, Admin & Operations

STEPS YOU CAN TAKE TO HELP PROTECT PERSONAL INFORMATION

Enroll in Monitoring Services

As a safeguard, we have arranged for you to enroll, at no cost to you, in an online three-bureau credit monitoring service (*myTrueIdentity*) for two years provided by TransUnion Interactive, a subsidiary of TransUnion®, one of the three nationwide credit reporting companies.

To enroll in this service, go directly to the *myTrueIdentity* website at _____ and in the space referenced as "Enter Activation Code", enter the following _____ and follow the three steps to receive your credit monitoring service online within minutes.

If you do not have access to the Internet and wish to enroll in a similar offline, paper based, three-bureau credit monitoring service, via U.S. Mail delivery, please call the TransUnion Fraud Response Services toll-free hotline at _____

When prompted, enter the following 6-digit telephone pass code <<Engagement number>> and follow the steps to enroll in the offline credit monitoring service, add an initial fraud alert to your credit file, or to speak to a TransUnion representative if you believe you may be a victim of identity theft.

You can sign up for the online or offline credit monitoring service anytime between now and <<Enrollment Deadline>>. Due to privacy laws, we cannot register you directly. Please note that credit monitoring services might not be available for individuals who do not have a credit file with TransUnion®, Experian® and Equifax®, or an address in the United States (or its territories) and a valid Social Security number, or are under the age of 18. Enrolling in this service will not affect your credit score.

Once you are enrolled, you will be able to obtain two years of unlimited access to your TransUnion credit report and credit score. The daily three-bureau credit monitoring service will notify you if there are any critical changes to your credit files at TransUnion, Experian and Equifax, including fraud alerts, new inquiries, new accounts, new public records, late payments, change of address and more. The subscription also includes access to identity restoration services that provides assistance in the event your identity is compromised to help you restore your identity and up to \$1,000,000 in identity theft insurance with no deductible. (Policy limitations and exclusions may apply.)

If you have questions about your credit monitoring benefits, need help accessing your credit report, or passing identity verification, please contact the *myTrueIdentity* Customer Service Team toll-free at: _____, Monday-Friday: 8am-9pm, Saturday-Sunday: 8am-5pm Eastern time.

Monitor Your Accounts

Under U.S. law, a consumer is entitled to one free credit report annually from each of the three major credit reporting bureaus, Equifax, Experian, and TransUnion. To order a free credit report, visit www.annualcreditreport.com or call, toll-free, _____. 8. Consumers may also directly contact the three major credit reporting bureaus listed below to request a free copy of their credit report.

Consumers have the right to place an initial or extended "fraud alert" on a credit 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 consumers are the victim of identity theft, they are entitled to an extended fraud alert, which is a fraud alert lasting seven years. Should consumers wish to place a fraud alert, please contact any of the three major credit reporting bureaus listed below.

As an alternative to a fraud alert, consumers have the right to place a "credit freeze" on a credit report, which will prohibit a credit bureau from releasing information in the credit report without the consumer's express authorization. The credit freeze is designed to prevent credit, loans, and services from being approved in a consumer's name without consent. However, consumers should be aware that using a credit freeze to take control over who gets access to the personal and financial information in their credit report may delay, interfere with, or prohibit the timely approval of any subsequent request or application they make regarding a new loan, credit, mortgage, or any other account involving the extension of credit. Pursuant to federal law, consumers cannot be charged to place or lift a credit freeze on their credit report. To request a credit freeze, individuals may need to provide some or all of the following information:

1. Full name (including middle initial as well as Jr., Sr., II, III, etc.);
2. Social Security number;
3. Date of birth;
4. Addresses for the prior two to 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, etc.); and
7. A copy of either the police report, investigative report, or complaint to a law enforcement agency concerning identity theft if they are a victim of identity theft.

Should consumers wish to place a credit freeze or fraud alert, please contact the three major credit reporting bureaus listed below:

Equifax	Experian	TransUnion
https://www.equifax.com/personal/credit-report-services/	https://www.experian.com/help/	https://www.transunion.com/credit-help
1-888-298-0045	1-888-397-3742	1-800-916-8800
Equifax Fraud Alert, P.O. Box 105069 Atlanta, GA 30348-5069	Experian Fraud Alert, P.O. Box 9554, Allen, TX 75013	TransUnion Fraud Alert, P.O. Box 2000, Chester, PA 19016
Equifax Credit Freeze, P.O. Box 105788 Atlanta, GA 30348-5788	Experian Credit Freeze, P.O. Box 9554, Allen, TX 75013	TransUnion Credit Freeze, P.O. Box 160, Woodlyn, PA 19094

Additional Information

Consumers may further educate themselves regarding identity theft, fraud alerts, credit freezes, and the steps they can take to protect your personal information by contacting the consumer reporting bureaus, the Federal Trade Commission, or their state Attorney General. The Federal Trade Commission may be reached at: 600 Pennsylvania Avenue NW, Washington, D.C. 20580; www.identitytheft.gov; 1-877-ID-THEFT (1-877-4384338); 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. Consumers can obtain further information on how to file such a complaint by way of the contact information listed above. Consumers have the right to file a police report if they ever experience identity theft or fraud. Please note that in order to file a report with law enforcement for identity theft, consumers will likely need to provide some proof that they have been a victim. Instances of known or suspected identity theft should also be reported to law enforcement and state Attorney General. This notice has not been delayed by law enforcement.

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

For North Carolina residents, the North Carolina Attorney General may be contacted at: 9001 Mail Service Center, Raleigh, NC 27699-9001; 1-877-566-7226 or 1-919-716-6000; and www.ncdoj.gov.

For Rhode Island residents, the Rhode Island Attorney General may be reached at: 150 South Main Street, Providence, RI 02903; www.riag.ri.gov; and 1-401-274-4400. Under Rhode Island law, individuals have the right to obtain any police report filed in regard to this event. There are approximately 142 Rhode Island residents that may be impacted by this event.