

BakerHostetler

Baker & Hostetler LLP

11601 Wilshire Boulevard
Suite 1400
Los Angeles, CA 90025-0509

T 310.820.8800
F 310.820.8859
www.bakerlaw.com

M. Scott Koller
direct dial: 310.979.8427
mskoller@bakerlaw.com

May 16, 2017

VIA OVERNIGHT MAIL

Joseph Foster
Office of the Attorney General
33 Capitol St
Concord, NH 03301

Re: Incident Notification

Dear Attorney General Foster:

Our client, Nicopure Labs, LLC (“Nicopure”), submits this notice after learning of a security incident that may have involved personal information for two hundred six (206) New Hampshire residents. On April 3, 2017, Nicopure received a Common Point of Purchase (CPP) report from its payment card processor indicating that customers reported fraudulent charges appearing on their payment cards shortly after they were used to make a purchase on its website. Nicopure immediately began an investigation, hired a third-party cybersecurity firm to assist, and took steps to remove the malicious code subsequently discovered inserted into Nicopure’s e-commerce website.

Based on its investigation, Nicopure believes that certain customer information, including the customer’s order ID, name, address, email address, phone number, payment card number, expiration date and security code (CVV), may have been accessed by an unauthorized third-party. Nicopure began notifying individuals by U.S. Mail on May 16, 2017 in accordance with N.H. Rev. Stat. Ann. § 359-C:20 in substantially the same form as the document enclosed herewith.¹ Notice is being provided in the most expedient time possible and without unreasonable delay. Nicopure has also established a dedicated call center to answer any questions that individuals may have regarding the incident.

¹ This report is not, and does not constitute, a waiver of personal jurisdiction.

Joseph Foster
May 16, 2017
Page 2

To help prevent this from happening again, Nicopure has remediated its e-commerce website and continues to work to strengthen the security of its website.

Please do not hesitate to contact me if you have any questions regarding this matter.

Sincerely,

A handwritten signature in black ink that reads "M. Scott Koller". The signature is written in a cursive, slightly slanted style.

M. Scott Koller
Counsel

Enclosure

Return Mail Processing Center
P.O. Box 6336
Portland, OR 97228-6336

<<Mail ID>>
<<Name 1>>
<<Address 1>>
<<Address 2>>
<<City>><<State>><<Zip>>

<<Date>>

Dear <<Name 1>>,

Nicopure Labs values the relationship we have with our customers and understands the importance of protecting personal information. We are writing to inform you about an incident that may or may not involve some of your information.

We have received reports from several customers of fraudulent charges appearing on their payment cards shortly after they were used to make a purchase on our website. We have proactively initiated an investigation and engaged a cyber security firm to examine our website.

During this incident, information entered during the checkout process may or may not have been accessed. This information could have included order ID, name, address, email address, phone number, payment card number, expiration date, and card security code.

You should review your payment card account statements closely and report any unauthorized charges to your card issuer immediately because card network rules generally provide that cardholders are not responsible for unauthorized charges that are reported promptly. The phone number to call is usually on the back of your payment card. Please see the section that follows this notice for additional steps you may take to protect your information.

Caring for our customers is a top priority for Nicopure Labs and we have worked swiftly to address this issue. We have identified and corrected the specific cause of this incident, and have engaged a cyber security firm to assist with a more detailed audit of our website. We are taking this incident very seriously, and will continue doing so to help prevent something like this from happening again in the future.

For More Information:

Your confidence and trust are important to us, and we sincerely apologize for any inconvenience or concern this may have caused. If you have questions, please call 1-888-737-0085 from 9:00 a.m. to 9:00 p.m. EST. Thank you for your patience and support.

Sincerely,

Jason Del Giudice

Jason Del Giudice
Nicopure Labs

Nicopure Labs, LLC | 7916 Evolutions Way, Suite 200 | Trinity, Florida 34655

STATE OF NH
DEPT OF JUSTICE
2017 MAY 17 AM 9:50

MORE INFORMATION ON WAYS TO PROTECT YOURSELF

We recommend that you remain vigilant for incidents of fraud or identity theft by reviewing your account statements and free credit reports for any unauthorized activity. You may obtain a copy of your credit report, free of charge, once every 12 months from each of the three nationwide credit reporting companies. To order your annual free credit report, please visit www.annualcreditreport.com or call toll free at 1-877-322-8228. Contact information for the three nationwide credit reporting companies is as follows:

Equifax, PO Box 740241, Atlanta, GA 30374, www.equifax.com, 1-800-685-1111

Experian, PO Box 2002, Allen, TX 75013, www.experian.com, 1-888-397-3742

TransUnion, PO Box 2000, Chester, PA 19016, www.transunion.com, 1-800-916-8800

If you believe you are the victim of identity theft or have reason to believe your personal information has been misused, you should immediately contact the Federal Trade Commission and/or the Attorney General's office in your state. You can obtain information from these sources about steps an individual can take to avoid identity theft as well as information about fraud alerts and security freezes. You should also contact your local law enforcement authorities and file a police report. Obtain a copy of the police report in case you are asked to provide copies to creditors to correct your records. Contact information for the Federal Trade Commission is as follows:

Federal Trade Commission, Consumer Response Center, 600 Pennsylvania Avenue, NW Washington, DC 20580, 1-877-IDTHEFT (438-4338), www.ftc.gov/idtheft