

January 29, 2016

Office of the Attorney General  
Consumer Protection and Antitrust Bureau  
33 Capitol Street  
Concord, NH 03301

Via Mail

Re: Notification of Information Security Incident

Dear Sir or Madam:

I write to inform you of a security incident experienced by Oiselle Running Inc. ("Oiselle") that may have involved the personal information of 8 residents of New Hampshire. Oiselle is located at 7109 Woodlawn Avenue NE, Suite 201, Seattle, WA 98115.

Oiselle.com was the victim of criminal hacking activity, resulting in unauthorized access to some of our customer transaction data for transactions that occurred between October 29, 2015 and November 5, 2015, including customer name, email address, billing address, credit card number, expiration month and year, and three-digit security code used for the order placed during that time frame. We have no evidence that passwords were compromised.

We notified the FBI and have offered our full cooperation. We also notified our merchant bank. We are not aware of any fraud that has occurred as a result of this incident.

We provided notice to our customers who were potentially affected by hard copy mail on or before February 3, 2016. An example of the notification letter is attached.

If you have any questions regarding this incident, please do not hesitate to contact me at the phone number or email address below.

Sincerely,



Atsuko Tamura

President  
atsuko@oiselle.com  
206-883-5266

Enclosures



Dear \_\_\_\_\_,

On Thursday, November 5, 2015, we learned that Oiselle.com has been the victim of criminal hacking activity, resulting in the unauthorized exposure of some of our customer transaction data for transactions that occurred between October 29, 2015 and November 5, 2015. In reviewing our records, we have determined that your information may have been affected. Specifically, the attacker may have had access to your name, email address, billing address, credit card number, expiration month and year, and three-digit security code used for the order placed during that time frame. Although we have no evidence that your password was compromised, **out of an abundance of caution, we recommend that you change your password.** If you use the same password for other services, we recommend that you change the password on those websites too.

We have implemented enhanced security measures designed to prevent a recurrence of this type of incident. We have contacted law enforcement officials at the Federal Bureau of Investigations, and are cooperating fully with the investigation to bring the perpetrators to justice. We will continue to cooperate with law enforcement, our merchant bank and the credit card companies in addressing this situation. In addition, please note the following:

- We urge you to remain vigilant against threats of identity theft or fraud, and to regularly review your credit card statements and credit reports for any unauthorized activity.
- If you suspect that you are a victim of identity theft or fraud, you have the right to file a police report. In addition, you may contact your State Attorney General's office or the Federal Trade Commission to learn about the steps you can take to protect yourself against identity theft.
- Be alert to "phishing" by someone who acts like a colleague or friend and requests sensitive information over email, such as passwords, social security numbers, or bank account numbers. We will NOT ask for this type of sensitive information over email.

Please also refer to the *Resources Guide* attached to this letter for additional resources.

We value the trust you place in us and we sincerely regret this incident and any inconvenience this may have caused you.

Please feel free to contact us directly if you have any questions or concerns.

Sincerely yours,

Atsuko Tamura  
President  
[sitesecurity@oiselle.com](mailto:sitesecurity@oiselle.com)  
[phone number]

Enclosures

## IDENTITY THEFT RESOURCES GUIDE – UNITED STATES

**For Residents of Illinois, Iowa, Maryland and North Carolina:** For information about fraud alerts, security freezes, and steps you can take to protect against identity theft, contact the U.S. Federal Trade Commission (see contact information below), or as applicable:

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**Iowa’s Office of the Attorney General:** 1305 E. Walnut Street, Des Moines, IA 50319; Tel: (515) 281-5164; or Visit [www.iowa.gov/government/ag](http://www.iowa.gov/government/ag). State law advises you to report any suspected identity theft to law enforcement or to the Attorney General.

**Maryland’s Office of the Attorney General:** 200 Saint Paul Place, Baltimore, MD 21202; Tel: (410) 576-6300; or Visit: [www.oag.state.md.us](http://www.oag.state.md.us)

**North Carolina’s Attorney General’s Office:** 9001 Mail Service Center, Raleigh, NC 27699-9001; Tel: (919) 716-6400; Fax: (919) 716-6750; or Visit: <http://www.ncdoj.com>

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**U.S. Federal Trade Commission (FTC):** The FTC has helpful information about how to avoid identity theft and other steps that consumers can take to protect themselves.

Write to: Consumer Response Center, 600 Pennsylvania Ave., NW, H-130, Washington, D.C. 20580

Call Toll-Free: 1-877-IDTHEFT (438-4338); or Visit: <http://www.ftc.gov/idtheft>

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**If you are a Massachusetts Resident:** Under Massachusetts law, you have the right to obtain a police report 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. Massachusetts law also allows consumers to place a security freeze on their credit reports. Please see below to learn how.

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**Free Annual Credit Report:** You may obtain a free copy of your credit report once every 12 months and may purchase additional copies of your credit report. Call Toll-Free: 1-877-322-8228; or Visit: <https://www.annualcreditreport.com>; or Contact any one or more of the national consumer reporting agencies:

<b>Equifax:</b>	P.O. Box 740241, Atlanta, GA 30374-0241	(800) 685-1111	<a href="http://www.equifax.com">www.equifax.com</a>
<b>Experian:</b>	P.O. Box 2002, Allen, TX 75013	(888) 397-3742	<a href="http://www.experian.com">www.experian.com</a>
<b>TransUnion:</b>	P. O. Box 1000, Chester, PA 19022	(800) 888-4213	<a href="http://www.transunion.com">www.transunion.com</a>

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### **“Fraud Alerts” and “Security Freezes”**

*Fraud Alert* - You may have the right to place a fraud alert in your file to alert potential creditors that you may be a victim of identity theft. Creditors must then follow certain procedures to protect you; therefore, a fraud alert may delay your ability to obtain credit. An “initial fraud alert” stays in your file for at least 90 days. An “extended fraud alert” stays in your file for 7 years, and will require an *identity theft report* (usually, a filed police report). You may place a fraud alert by calling any one of the three national consumer reporting agencies:

**Equifax:** 1-800-525-6285

**Experian:** 1-888-397-3742

**TransUnion:** 1-800-680-7289

Security Freeze – Some US state law, including in Massachusetts, provide the right to place a security freeze on your credit file, which prevents credit, loans and services from being approved in your name without your consent. Using a freeze may interfere with or delay your ability to obtain credit.

To place a freeze, send a request by mail to each consumer reporting agency (addresses below) with the following (if you are requesting a credit report for your spouse, this information must be provided for him/her as well): (1) Full name, with middle initial and any suffixes; (2) Social Security Number; (3) Date of Birth; (4) proof of current address (such as a utility bill or telephone bill) and list of any previous addresses for the past five years; (5) copy of a government issued identity card, and (6) copy of police report, investigative report or complaint to law enforcement regarding identity theft. The consumer reporting agency may charge a fee up to \$5.00 to place, lift, and/or remove a freeze, unless you are a victim of identity theft or the spouse of a victim, and you have submitted a valid police report relating to the identity theft incident to the consumer reporting agency.

The consumer reporting agencies have three business days after receiving your letter to place a security freeze on your credit report. The credit bureaus must also send written confirmation to you within five business days and provide you with a unique PIN or password that can be used by you to authorize the removal or lifting of the security freeze.

To lift the security freeze in order to allow a specific entity or individual access to your credit report, you must call or send a written request to the consumer reporting agencies by mail and include proper identification (name, address, and SSN) and the PIN number or password provided to you when you placed the security freeze as well as the identities of those entities or individuals you would like to receive your credit report or the specific period of time you want the credit report available. The consumer reporting agencies have three business days after receiving your request to lift the security freeze for those identified entities or specified period of time.

To remove the security freeze, you must send a written request to each of the three credit bureaus by mail and include proper identification (name, address, and SSN) and the PIN number or password provided to you when you placed the security freeze. The credit bureaus have three business days after receiving your request to remove the freeze.

**Equifax Security Freeze:** P.O. Box 105788, Atlanta, Georgia 30348

**Experian Security Freeze:** P.O. Box 9554, Allen, TX 75013

**TransUnion (Fraud Victim Assistance Division):** P.O. Box 6790, Fullerton, CA 92834-6790