



MULLEN  
COUGHLIN<sup>LLC</sup>

STATE OF NH  
DEPT OF JUSTICE  
2019 JUL 22 PM 1:49

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July 18, 2019

**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 Gordon J. MacDonald:

We represent The Paine Art Center and Gardens, Inc. (hereinafter "Paine"), 1410 Algoma Blvd., Oshkosh, WI 54901, and write to provide notice to your office of an incident that may affect the security of personal information relating to one (1) resident. This notice may be supplemented if significant facts learned subsequent to its submission. By providing this notice, Paine does not waive any rights or defenses regarding the applicability of New Hampshire law, the New Hampshire data event notification statute, or personal jurisdiction.

**Nature of the Data Event**

On May 14, 2019, Paine became aware of unusual activity regarding an employee's email account. Paine immediately began an investigation, with the aid of forensic experts, to determine the nature and scope of this activity. Paine learned that an employee email account was accessed without authorization. Paine undertook a lengthy and labor-intensive process to identify the personal information contained in the affected email account. While the investigation was unable to determine the scope of information that was accessed within the affected email account, Paine is notifying individuals in an abundance of caution because Paine confirmed their information was present in the affected account.

On or about July 9, 2019, as the result of a thorough review of the potentially exposed contents of the Paine email account, the investigation confirmed the population of

potentially impacted individuals. The types of potential personal information impacted in relation to this incident include the following: name and Social Security number.

### **Notice to New Hampshire Resident**

On July 18, 2019, Paine mailed written notice of this incident to one (1) New Hampshire resident. Written notice will be provided in substantially the same form as the letter attached hereto as *Exhibit A*.

### **Other Steps Taken and to Be Taken**

Upon discovering this incident, Paine promptly began an investigation with the assistance of a third-party forensic investigator to determine the nature and scope of this incident, including identifying the individuals who may be affected, putting in place resources to assist them, and providing them with notice of this incident. Paine identified and mitigated the issue by ensuring the passwords for the affected Paine employee email account was changed. Paine continues its efforts to enhance security controls and implement additional controls to help protect employee email accounts from unauthorized access.

Paine is providing potentially affected individuals access to 12 months of credit monitoring and identity restoration services, through ID Experts. Additionally, Paine is providing potentially impacted 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 identity theft and fraud 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 267-930-4777.

Very truly yours,



Brian Fox of  
MULLEN COUGHLIN LLC

BFF/jgi  
Enclosure

# EXHIBIT A

[Paine Logo/Letterhead]

[Date]

[Recipient Name]

[Street Address]

[City, State Zip Code]

**RE: Notice of Data Breach**

Dear [Recipient Name]:

The Paine Art Center and Gardens, Inc. (“Paine”) writes to inform you of a recent event that may affect the privacy of some of your information. While we are unaware of any actual or attempted misuse of your information, out of an abundance of caution, we are providing you with information about the incident, steps we are taking in response, and steps you may take to better protect against potential misuse of information, should you feel it is appropriate.

**What Happened?** On May 14, 2019, we became aware of unusual activity regarding an employee’s email account. We immediately began an investigation, with the aid of forensic experts, to determine the nature and scope of this activity. We learned that an employee email account was accessed without authorization. Paine undertook a lengthy and labor-intensive process to identify the personal information contained in the affected email account. While the investigation was unable to determine the scope of information that was accessed within the affected email account, Paine is notifying you in an abundance of caution because we have confirmed your information was present in the affected account.

**What Information Was Involved?** Paine was unable to confirm whether your information was actually accessed by the unauthorized individual. Our investigation determined the following data related to you was present in the affected email account, specifically on an IRS W-9 form: your name, Social Security number, and address information.

**What Are We Doing?** We take this matter, and the security and privacy of our clients’ information, very seriously. We have security measures in place to protect the data on our systems and we continue to assess and update our security measures and policies and procedures to safeguard the privacy and security of information in our care. We will also be reporting this incident to appropriate regulatory authorities.

As an added precaution, we are providing you with access to 12 months of complimentary credit monitoring and identity restoration services.

**What You Can Do.** We encourage you to enroll in the 12 months of complimentary credit monitoring and identity restoration services. Please review the enclosed “Privacy Safeguards,” which contains instructions on how to enroll and receive the complimentary credit monitoring and identity restoration services.

**For More Information.** We understand you may have questions relating to this event and this letter. If you have questions, please contact our dedicated assistance line at (920) 235-6903 ext. 26, Monday through Friday, 9:00 a.m. to 5:00 p.m. CT.

Again, we take this incident seriously and sincerely regret any inconvenience or concern this event may cause you.

Sincerely,

[Signature]

Aaron Sherer  
Executive Director  
The Paine Art Center and Gardens, Inc.

## PRIVACY SAFEGUARDS

### Enroll in Credit Monitoring

We are offering identity theft protection services through ID Experts®, the data breach and recovery services expert, to provide you with MyIDCare™. MyIDCare services include: 12 months of Credit and CyberScan monitoring, a \$1,000,000 insurance reimbursement policy, and fully managed id theft recovery services. With this protection, MyIDCare will help you resolve issues if your identity is compromised.

Enrollment Code: [XXXXXX]

We encourage you to contact ID Experts with any questions and to enroll in free MyIDCare services by calling **1-800-939-4170** or going to <https://app.myidcare.com/account-creation/protect>; and using the Enrollment Code provided above. MyIDCare experts are available Monday through Friday from 8:00 am - 8:00 pm Central Time. Please note the deadline to enroll is **July 9, 2020**.

### Monitor Your 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 and to detect errors. 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 listed below 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](http://www.experian.com/freeze/center.html)

#### **TransUnion**

P.O. Box 2000  
Chester, PA 19016  
1-888-909-8872

[www.transunion.com/credit-freeze](http://www.transunion.com/credit-freeze)

#### **Equifax**

PO Box 105788  
Atlanta, GA 30348-5788  
1-800-685-1111

[www.equifax.com/personal/credit-report-services](http://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 2002  
Allen, TX 75013  
1-888-397-3742

[www.experian.com/fraud/center.html](http://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](http://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](http://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](http://www.identitytheft.gov); 1-877-ID-THEFT (1-877-438-4338); or 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.