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October 12<sup>th</sup>, 2020

File No. 48858.02

**VIA EMAIL**

Attorney General Gordon J. MacDonald  
Consumer Protection Bureau  
Office of the Attorney General  
33 Capitol Street  
Concord, NH 03301  
attorneygeneral@doj.nh.gov

**Re: Notification of Data Security Incident**

Dear Attorney General MacDonald:

We represent Paint Sundries Solutions, Inc. dba Paint Supply (“Paint Supply”), a retailer of painting supplies headquartered at 930 Seventh Avenue, Kirkland, WA 98033, in connection with a recent data security incident described below.

**I. Nature of Security Incident**

On or about July 30, 2020, Paint Supply discovered that the security of its e-commerce site, [paintsupply.com](http://paintsupply.com), may have been compromised. Paint Supply immediately engaged a cybersecurity and forensics firm to investigate the incident and remediate any security issues. Through this investigation, Paint Supply identified malicious code and files present on the site that that may have been capable of capturing payment card information submitted during checkout. This malware was promptly removed. On or about September 30, 2020, the investigation determined that customers who made purchases through the site between July 17 and July 31, 2020 may have had their payment card information exposed. In some cases, customers’ [paintsupply.com](http://paintsupply.com) usernames and passwords may have been exposed as well.

**II. Number of New Hampshire Residents Affected**

Paint Supply has notified 8 New Hampshire residents of this incident. Notification letters were mailed via First-Class Mail on October 13, 2020. A sample copy of that notification letter is enclosed.

### **III. Actions Taken in Response to the Incident**

Paint Supply takes the privacy and security of its customers' information very seriously. As soon as Paint Supply detected the incident, it launched an investigation and took steps to stop any continued exposure of sensitive information. It engaged a cybersecurity and forensics firm to perform a comprehensive investigation and assist Paint Supply in remediating any security issues. Paint Supply has adopted enhanced security measures to prevent similar incidents in the future.

Paint Supply also provided affected consumers with information about steps they can take to protect their personal information and offered them complimentary identity protection services through ID Experts.

In addition, Paint Supply recommended that affected consumers request new payment cards, review their account statements and report any discrepancies to their financial institutions, and change their [paintsupply.com](http://paintsupply.com) passwords.

### **IV. Contact Information**

If you have any questions or need additional information, please do not hesitate to contact me at 213.680.5028 or [Robert.Slaughter@lewisbrisbois.com](mailto:Robert.Slaughter@lewisbrisbois.com).

Very truly yours,

*/s Robert L. Slaughter III*  
Robert L. Slaughter III of  
LEWIS BRISBOIS BISGAARD & SMITH LLP

EAS

Encl. Consumer Notification Letter

# Paint Sundries Solutions Inc. doing business as Paint Supply

C/O ID Experts  
10300 SW Greenburg Rd. Suite 570  
Portland, OR, 97223

To enroll, please call:  
1-800-939-4170  
or visit:  
<https://app.myidcare.com/account-creation/protect>  
Enrollment Code: <<XXXXXXXX>>

<<First Name>> <<Last Name>>  
<<Address1>> <<Address2>>  
<<City>>, <<State>> <<Zip>>

October 13, 2020

Re: Notice of Data Security Incident

Dear <<First Name>> <<Last Name>>,

We are writing to inform you of a data security incident that may have involved your personal information. At Paint Supply, we take the privacy and security of your information very seriously. This is why we are notifying you of the incident, offering identity protection services, and informing you about steps you can take to help protect your personal information.

**What Happened?** We recently discovered that the security of Paint Supply's e-commerce website may have been compromised. We immediately launched an investigation and engaged a digital forensics firm to assist. The investigation determined that customers who made purchases through [paintsupply.com](https://paintsupply.com) between July 17, 2020 and July 31, 2020 may have had their payment card data exposed.

**What Information Was Involved?** The information involved in this incident may have included your name and the account number, expiration date, and card value verification number for your payment card(s) ending in <<Field 1>>. In some cases, customers' [paintsupply.com](https://paintsupply.com) usernames and passwords may have been exposed as well.

**What Are We Doing?** As soon as we detected the incident, we launched an investigation and took steps to stop any continued exposure of sensitive information. We have adopted enhanced security measures to prevent similar incidents in the future. We are also providing you with information about steps you can take to help protect your personal information. As an added precaution, we are offering you complimentary identity protection services.

**What You Can Do:** We strongly encourage you to enroll in the identity protection services we are offering through ID Experts. To enroll, please visit <https://app.myidcare.com/account-creation/protect> or call 1-800-939-4170 and provide the enrollment code found in the top right corner of this letter. Please note you must enroll by January 13, 2021.

To receive identity protection services, you must be over the age of 18, have established credit in the U.S., have a Social Security number in your name, and have a U.S. residential address associated with your credit file. If you have questions or need assistance, please call ID Experts at 1-800-939-4170.

We also recommend that you request a new payment card, review your account statements for discrepancies, and report any you find to your financial institution. You can also place a fraud alert and security freeze on your credit file. If you have a user account on [paintsupply.com](https://paintsupply.com), we advise that you to change your password. If you have used the same password for other accounts, we advise that you change those passwords as well.

**For More Information:** Further information about how to protect your personal information appears on the following page. If you have questions concerning this incident, please call 1-800-939-4170 Monday-Friday (excluding holidays) 6 am to 6 pm Pacific Time.

We take your trust in us seriously we deeply regret any worry or inconvenience that this may cause you.

Sincerely,

The Paint Supply Team

930 Seventh Avenue  
Kirkland, WA 98033

## Steps You Can Take to Further Protect Your Information

**Review Your Account Statements and Notify Law Enforcement of Suspicious Activity:** As a precautionary measure, we recommend that you remain vigilant by reviewing your account statements and credit reports closely. If you detect any suspicious activity on an account, you should promptly notify the financial institution or company with which the account is maintained. You also should promptly report any fraudulent activity or any suspected incidence of identity theft to proper law enforcement authorities, your state attorney general, and/or the Federal Trade Commission (FTC).

**Copy of Credit Report:** You may obtain a free copy of your credit report from each of the three major credit reporting agencies once every 12 months by visiting [annualcreditreport.com/](http://annualcreditreport.com/), calling toll-free 877-322-8228, or by completing an Annual Credit Report Request Form and mailing it to:

### Annual Credit Report Request Service

P.O. Box 105281  
Atlanta, GA 30348

You can print this form at <https://www.annualcreditreport.com/cra/requestformfinal.pdf>. You also can contact one of the following three national credit reporting agencies:

#### TransUnion

P.O. Box 1000  
Chester, PA 19016  
1-800-916-8800  
[transunion.com](http://transunion.com)

#### Experian

P.O. Box 9532  
Allen, TX 75013  
1-888-397-3742  
[experian.com](http://experian.com)

#### Equifax

P.O. Box 105851  
Atlanta, GA 30348  
1-800-525-6285  
[equifax.com](http://equifax.com)

#### Free Annual Report

P.O. Box 105281  
Atlanta, GA 30348  
1-877-322-8228  
[annualcreditreport.com](http://annualcreditreport.com)

**Fraud Alert:** You may want to consider placing a fraud alert on your credit report. An initial fraud alert is free and will stay on your credit file for at least 90 days. The alert informs creditors of possible fraudulent activity within your report and requests that creditors contact you prior to establishing any accounts in your name. To place a fraud alert on your credit report, contact any of the three credit reporting agencies identified above. Additional information is available at [www.annualcreditreport.com](http://www.annualcreditreport.com).

**Security Freeze:** Under U.S. law, you have the right to put a security freeze on your credit file for up to one year at no cost. This will prevent new credit from being opened in your name without the use of a PIN number that is issued to you when you initiate the freeze. A security freeze is designed to prevent potential creditors from accessing your credit report without your consent. As a result, using a security freeze may interfere with or delay your ability to obtain credit. You must separately place a security freeze on your credit file with each credit reporting agency. In order to place a security freeze, you may be required to provide the consumer reporting agency with information that identifies you including your full name, Social Security number, date of birth, current and previous addresses, a copy of your state-issued identification card, and a recent utility bill, bank statement or insurance statement.

**Additional Free Resources:** You can obtain information from the consumer reporting agencies, the FTC or from your respective state Attorney General about fraud alerts, security freezes, and steps you can take toward preventing identity theft. You may report suspected identity theft to local law enforcement, including to the FTC or to the Attorney General in your state. Residents of Maryland, North Carolina, and Rhode Island can obtain more information from their Attorneys General using the contact information below.

#### Federal Trade Commission

600 Pennsylvania Ave NW  
Washington, DC 20580  
[consumer.ftc.gov](http://consumer.ftc.gov)  
[ftc.gov/idtheft](http://ftc.gov/idtheft)  
1-877-438-4338

#### Maryland Attorney General

200 St. Paul Place  
Baltimore, MD 21202  
[oag.state.md.us](http://oag.state.md.us)  
1-888-743-0023

#### North Carolina Attorney General

9001 Mail Service Center  
Raleigh, NC 27699  
[ncdoj.gov](http://ncdoj.gov)  
1-877-566-7226

#### Rhode Island Attorney General

150 South Main Street  
Providence, RI 02903  
[riag.ri.gov](http://riag.ri.gov)  
401-274-4400

**You also have certain rights under the Fair Credit Reporting Act (FCRA):** These rights include to know what is in your file; to dispute incomplete or inaccurate information; to have consumer reporting agencies correct or delete inaccurate, incomplete, or unverifiable information, as well as others. For more information about the FCRA, and your rights pursuant to the FCRA, please visit: [http://files.consumerfinance.gov/f/201504\\_cfpb\\_summary\\_your-rights-under-fcra.pdf](http://files.consumerfinance.gov/f/201504_cfpb_summary_your-rights-under-fcra.pdf)