

STATE OF NH
DEPT OF JUSTICE
2016 OCT 24 AM 11:28

jmusgrave@rcfp.com
Direct Dial: (401) 278-2228

October 18, 2016

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

Re: Incident Notification

Dear Attorney General Foster:

I write to provide notice of a data security incident in accord on behalf of my client
parsonsKellogg, llc.

On September 29, 2016, parsonsKellogg learned of a data security incident that may involve the
personal information of three (3) New Hampshire residents.

parsonsKellogg is a promotion products distributor. One service parsonsKellogg provides is
establishing webstores or microsites for companies which allow their employees to order
promotional products bearing the employer's logo. For many customers, employees use their
own credit card to pay for the order.

parsonsKellogg has learned that an unknown individual or individuals accessed a server that
hosted a customer's website and obtained non-encrypted personal information including name,
address, email address, payment card number, expiration date and security code (CVV) related to
made purchases via the site between August 18 and September 29, 2016. It appears that some of
these purchasers' credit cards were then used in fraudulent transactions. At this point,
parsonsKellogg has not been advised that any New Hampshire residents' personal information,
or the credit card information of his colleagues, has been used for fraudulent purposes.
However, the webstore of your residents' employer was hosted on the same server as the site
whose users experienced fraudulent activity.

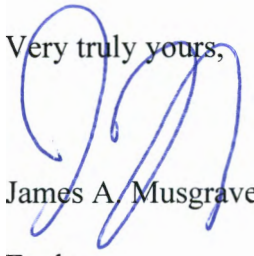
Upon learning of the incident, parsonsKellogg immediately took all corporate webstores on the
affected server off line. The webstores were moved to a new server and additional levels of
security were implemented to protect against any further intrusions.

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Notice was sent to your state's residents via first class mail in substantially the same form as the document enclosed herewith. Notice is being provided as quickly as possible.

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

Very truly yours,



James A. Musgrave

Enclosure



PARSONSKELLOGG

Premium Promotional Products

October 7, 2016

Customer Name
Customer Address
Customer City/State/Zip

Dear Customer Name:

We value your business and respect the privacy of your information, which is why as a precautionary measure, we are writing to let you know about a data security incident which may involve your personal information.

The incident involved the unauthorized access of a file on a server which hosted the Webstore. The file contained unencrypted personal information, specifically, names, addresses, phone numbers and credit card information, including credit card numbers, expiration dates and security codes, related to purchases made via the Webstore between August 18, 2016 and September 29, 2016. To our knowledge the data accessed did not include social security numbers or dates of birth.

ParsonsKellogg values your privacy and regrets that this incident occurred. We are conducting a comprehensive review of the affected server and will notify you if there are any significant developments. The webstore has been relocated to a new server. In addition, ParsonsKellogg has implemented further security measures designed to prevent such unauthorized access from re-occurring.

In addition to the steps taken by ParsonsKellogg there are some steps you may wish to take to further protect your information.

Review Your Account Statements

We suggest that you remain vigilant by carefully reviewing your credit card statements. If you detect any suspicious activity on your account, you should promptly report it to your credit card company. You may also report such activity or suspected identity theft to law enforcement authorities and the Federal Trade Commission. The FTC can be contacted at 1-877-ID-THEFT (877-438-4338) or via their website www.ftc.gov/idtheft.

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 <http://www.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 a copy of the request form at <https://www.annualcreditreport.com/cra/requestformfinal.pdf>.

2290 Pawtucket Avenue
East Providence, RI 02914

You can elect to purchase a copy of your credit report by contacting one of the three national credit reporting agencies. Contact information for these agencies is provided below:

Equifax
(800) 685-1111
www.equifax.com
P.O. Box 740241
Atlanta, GA 30374

Experian
(888) 397-3742
www.experian.com
535 Anton Blvd., Suite 100
Costa Mesa, CA 92626

Transunion
(800) 916-8800
www.transunion.com
P.O. Box 6790
Fullerton, CA 92834

Fraud Alert

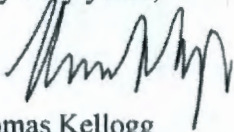
You may also place a fraud alert on your credit report. An initial fraud alert is free and will stay on your credit file for at least 90 days. The alert informs creditors of possible fraudulent activity within your report and requests that the creditor contact you prior to establishing any accounts in your name. To place a fraud alert on your credit report, contact any of the three credit reporting agencies identified above.

Additional Resources

The Federal Trade Commission provides tips on how to avoid identity theft. For more information you can visit the FTC website at www.ftc.gov/idtheft or call 1-877-ID THEFT.

For further information and assistance please contact our Customer Service Department at (866) 602-8398 x 122.

Very truly yours,



Thomas Kellogg
President