

9/11/18

Attorney General Gordon MacDonald
Office of the Attorney General
33 Capitol ST.
Concord, NH 03301

We are writing to notify you of a breach of security and unauthorized access or use of personal information involving 88 New Hampshire residents.

NATURE OF THE SECURITY BREACH OR UNAUTHORIZED USE OR ACCESS

We were recently made aware of malicious software being attached to our website. Fortunately, the software was isolated to our website and not our internal systems, however, some payment information was potentially exposed. This information includes names, addresses, and payment account numbers as well as email addresses.

NUMBER OF NEW HAMPSHIRE RESIDENTS AFFECTED

There were 88 individuals that were affected in New Hampshire whose personal information was subject of this incident. The New Hampshire residents will receive notice by email on September 12, 2018. We have included a copy of the notice to the affected New Hampshire residents.

STEPS YOU HAVE TAKEN OR PLAN TO TAKE RELATING TO THE INCIDENT

We take our responsibilities to protect our customer's information very seriously. The malicious software has been removed as of 8/22/18 from our website and as a result of this incident, we have implemented security measures to ensure the confidentiality of the personal information of those we serve.

CONTACT INFORMATION

Please contact Josh Duncan, Vice President of Peaceful Valley Farm Supply at (888) 784-1722 ext. 127 if you have any questions or need further information.

Sincerely,

Josh Duncan
Vice President
Peaceful Valley Farm Supply, Inc.

NOTICE OF A DATA BREACH

Dear Valued Customer:

Please read this letter in its entirety.

What happened?

We value your business and respect the privacy of your information, which is why we are writing to let you know about a serious data security incident that occurred between February 9, 2018 and August 22, 2018 that involved your personal information. The breach involved the unauthorized access by an unknown third party of personal information of customers who placed orders on the Peaceful Valley Farm Supply website during the above time period.

What information was involved?

Based on a review of the situation and an examination of the website, it is possible that some personal data belonging to you was potentially exposed to the unauthorized intruder. This data may have included customer name, billing and mailing addresses and payment card number.

While we have no evidence that any of your personal account information was compromised or misused in any manner, we are taking appropriate precautionary measures to ensure your financial security and help alleviate concerns you may have.

What we are doing.

Peaceful Valley Farm Supply values your privacy and deeply regrets that this incident occurred. Peaceful Valley Farm Supply is conducting a thorough review of this security incident and the potentially affected records and will notify you if there are any significant developments. We have implemented additional security measures designed to prevent a recurrence of such an attack, and to protect the privacy of our valued customers.

What you can do.

We are notifying you so you can take action along with our efforts to minimize or eliminate potential harm. Because this is a serious incident, we strongly encourage you to take preventive measures now to help prevent and detect any misuse of your information. We have advised the three major U.S. credit reporting agencies about this incident and have given those agencies a general report, alerting them to the fact that the incident occurred, however, we have not notified them about the presence of your specific information in the data breach.

As a first preventive step, we are recommending that all customers notify their bank of this incident to inform them that your account may be at an increased risk for fraud and so that your bank can flag your account. We also encourage you to monitor your accounts closely for any suspicious activity and to notify your financial institution immediately if you notice any unauthorized spending or withdrawals.

You may want to consider placing a 90-day fraud alert on your credit files. This alert is free and will alert credit grantors that you may be at risk of fraudulent use of your personal information. The alert will also request that any creditor contact you prior to establishing any accounts in your name.

If you choose to place a fraud alert, you will need to contact one of the three major credit reporting agencies directly at:

Experian (1-888-397-3742)
P.O. Box 4500
Allen, TX 75013
www.experian.com

Equifax (1-800-525-6285)
P.O. Box 740241
Atlanta, GA 30374
www.equifax.com

TransUnion (1-800-680-7289)
P.O. Box 2000
Chester, PA 19016
www.transunion.com

Should you wish to obtain a credit report and monitor it on your own, you can obtain free copies of your credit report by going to www.annualcreditreport.com or by calling them toll-free at 1-877-322-8228. (Hearing impaired consumers can access their TDD service at 1-877-730-4204.)

Other important information.

You can also obtain more information about identity theft and ways to protect yourself from the Federal Trade Commission (FTC). The FTC has an identity theft hotline: 877-438-4338; TTY: 1-866-653-4261. They also provide information on-line at www.ftc.gov/idtheft.

A printed copy of this letter is available upon your request.

For more information.

You may still feel the need to speak with Peaceful Valley Garden and Supply regarding this incident. If so, please call us at (888) 784-1722 ext. 117 from 8:30 am to 5:00 pm Pacific Standard Time, Monday through Saturday.

Peaceful Valley Farm Supply takes our responsibility to protect your account information very seriously. We are deeply disturbed by this situation and apologize for any inconvenience.

Sincerely,

Josh Duncan
Vice President
Peaceful Valley Farm Supply, Inc.

For residents of Hawaii, Michigan, Missouri, Virginia, Vermont, and North Carolina: It is recommended by state law that you remain vigilant for incidents of fraud and identity theft by reviewing credit card account statements and monitoring your credit report for unauthorized activity.

For residents of Illinois, Iowa, Maryland, Missouri, North Carolina, Oregon, and West Virginia:

It is required by state laws to inform you that you may obtain a copy of your credit report, free of charge, whether or not you suspect any unauthorized activity on your account. You may obtain a free copy of your credit report by contacting any one or more of the following national consumer reporting agencies:

Equifax

P.O. Box 740241
Atlanta, GA 30374
1-800-685-1111
www.equifax.com

Experian

P.O. Box 22104
Allen, TX 75013
1-888-397-3742
www.experian.com

TransUnion

P.O. Box 2000
Chester, PA 19022
1-800-888-4213
www.transunion.com

You may also obtain a free copy of your credit report online at www.annualcreditreport.com, by calling toll-free 1-877-322-8228, or by mailing an Annual Credit Report Request Form (available at www.annualcreditreport.com) to: Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA, 30348-5281.

For residents of Iowa:

State law advises you to report any suspected identity theft to law enforcement or to the Attorney General.

For residents of Oregon:

State laws advise you to report any suspected identity theft to law enforcement, as well as the Federal Trade Commission.

For residents of Maryland, North Carolina, and Illinois:

You can obtain information from the Maryland and North Carolina Offices of the Attorneys General and the Federal Trade Commission about fraud alerts, security freezes, and steps you can take toward preventing identity theft.

**Maryland Office of the
Attorney General**

Consumer Protection Division
200 St. Paul Place
Baltimore, MD 21202
1-888-743-0023
www.oag.state.md.us

**North Carolina Office of the
Attorney General**

Consumer Protection Division
9001 Mail Service Center
Raleigh, NC 27699-9001
1-877-566-7226
www.ncdoj.com

Federal Trade Commission

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

For residents of Massachusetts:

State law requires you be informed of your right to obtain a police report if you are a victim of identity theft.

For residents of all states:

Fraud Alerts: You can place fraud alerts with the three credit bureaus at one of the three major credit bureaus by phone and also via Experian's or Equifax's website. A fraud alert tells creditors to follow certain procedures, including contacting you, before they open any new accounts or change your existing accounts. For that reason, placing a fraud alert can protect you, but also may delay you when you seek to obtain credit. The contact information for all three credit bureaus is below:

Monitoring: You should always remain vigilant and monitor your accounts for suspicious or unusual activity.

Security Freeze: You also have the right to place a security freeze on your credit report. A security freeze is intended to prevent credit, loans and services from being approved in your name without your consent. To place a security freeze on your credit report, you need to make a request to each consumer reporting agency. You may make that request by certified mail, overnight mail, or regular stamped mail, or by following the instructions found at the websites listed below. The following information must be included when requesting a security freeze (note that 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) current address and any previous addresses for the past five years; and (5) any applicable incident report or complaint with a law enforcement agency or the Registry of Motor Vehicles. The request must also include a copy of a government-issued identification card and a copy of a recent utility bill or bank or insurance statement. It is essential that each copy be legible, display your name and current mailing address, and the date of issue. The consumer reporting agency may charge a small fee to place, life, or remove a freeze, but is free if you are a victim of identity theft or the spouse of a victim of identity theft, and you have submitted a valid police report relating to the identity theft incident to the consumer reporting agency. You may obtain a security freeze by contacting any one or more of the following national consumer reporting agencies:

Equifax Security Freeze

P.O. Box 105788
Atlanta, GA 30348
https://www.freeze.equifax.com/Freeze/jsp/SFF_PersonalIDInfo.jsp

Experian Security Freeze

P.O. Box 9554
Allen, TX 75013
<https://www.experian.com/freeze/center.html>

TransUnion (FVAD)

P.O. Box 2000
Chester, PA 19016
<https://freeze.transunion.com>

More information can also be obtained by contacting the Federal Trade Commission listed above.