

# COVINGTON

BEIJING BRUSSELS DUBAI FRANKFURT JOHANNESBURG  
LONDON LOS ANGELES NEW YORK PALO ALTO  
SAN FRANCISCO SEOUL SHANGHAI WASHINGTON

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**Via Federal Express**

October 6, 2022

Office of the Attorney General  
33 Capitol Street  
Concord, NH 03301

**Re: Legal Notice of Information Security Breach Pursuant to  
N.H. Rev. Stat. Ann. § 359-C:19 *et seq.***

To Whom It May Concern:

In accordance with the above-referenced provision of New Hampshire law, I write to inform you of an information security incident involving a PepsiCo, Inc. ("PepsiCo") service provider, Donlen Corporation, now known as Sellerco Corporate ("Donlen"). Although it is our understanding that Donlen has previously notified regulators about this incident, PepsiCo is notifying you based on a determination that certain PepsiCo employees may have been impacted.

According to Donlen, on or about March 4, 2021, Donlen observed unusual activity related to the inaccessibility of certain systems within its network. Working with third-party cybersecurity specialists, Donlen determined that an unknown actor accessed its network between February 24, 2021, and March 4, 2021. Upon learning of this incident, Donlen promptly took steps to contain the threat and enable business operations.

Donlen also simultaneously launched a full investigation designed to understand the nature and scope of what occurred, what information was stored on impacted systems at the time of the event, and to which individuals and customers that information relates. As part of its investigation, Donlen identified files and folders within its environment that may have been accessed or acquired by an unauthorized actor and undertook a process to identify what specific data may have been impacted. Donlen's evaluation of the contents of the files was completed on April 8, 2022. On June 30, 2022, Donlen completed additional analysis to confirm to which individuals and customers the information related. Donlen stated that the investigation could not confirm whether information related to PepsiCo employees was actually accessed or viewed during this incident.

Nonetheless, on August 29, 2022, Donlen initially notified PepsiCo that certain personal data relating to PepsiCo's employees may have been impacted by this security incident. After receiving additional information from Donlen about the security incident and Donlen's findings, PepsiCo determined on September 7, 2022 that certain employees may have had their full names and driver's license numbers accessed or acquired and Donlen should notify them on PepsiCo's behalf in an abundance of caution.

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Donlen has identified and plans to notify on PepsiCo's behalf four (4) potentially affected individuals who are residents of New Hampshire. Enclosed is a copy of the notification letter that is scheduled to be sent to affected individuals via first-class mail on October 7, 2022.

The notification to individuals includes (1) a description of the incident and the type of personal information at issue; (2) the actions taken by Donlen to protect personal information from further possible unauthorized access; (3) an address and a toll-free phone number to call for further information and assistance; (4) information on how the individual may enroll in free credit monitoring and other complimentary services arranged by Donlen; (5) information about how to place a fraud alert or security freeze on a credit report; (6) the toll-free numbers and addresses for the major consumer reporting agencies; (7) the toll-free number, address, and website for the Federal Trade Commission, and a statement that individuals can obtain information on identity theft from consumer reporting bureaus and the state Attorney General's office; and (8) advice that directs the individual to remain vigilant by reviewing account statements and monitoring free credit reports.

If you have any questions or need further information regarding this incident, please contact me using the above information.

Respectfully Submitted,

~~Ashden Fein~~  
Counsel to PepsiCo, Inc.

Enclosure

Donlen Corporation  
10300 SW Greenburg Rd. Suite 570  
Portland, OR 97223

To Enroll, Please Call:  
1-833-875-0837  
Or Visit:  
[https://app.idx.us/account-  
creation/protect](https://app.idx.us/account-creation/protect)  
Enrollment Code: [XXXXXXXXXX]

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

October 7, 2022

## NOTICE OF <<SECURITY INCIDENT / DATA BREACH>>

Dear <<Name 1>> <<Name 2>>:

Donlen Corporation, now known as Sellerco Corporation ("Donlen Corporation") writes to inform you of a data security event that may impact some of your personal information. Donlen Corporation provides fleet management services for PepsiCo, Inc. ("PepsiCo") and is providing this notice to you on behalf of PepsiCo. This notice provides information about the event, Donlen's response, and resources available to you to help protect your information from possible misuse.

**What Happened?** On or about March 4, 2021, we observed unusual activity related to the inaccessibility of certain systems within our network. We quickly began investigating to better understand the nature and scope of this activity. Working with third-party cybersecurity specialists, we determined that an unknown actor accessed our network between February 24, 2021, and March 4, 2021. Donlen Corporation promptly took steps to contain the threat and enable business operations. We simultaneously launched a full investigation designed to understand the nature and scope of what occurred, what information was stored on impacted systems at the time of the event, and to which individuals and customers that information relates. As part of our investigation, we identified a limited number of files and folders within the Donlen Corporation environment that may have been accessed and/or acquired by an unauthorized actor.

We undertook a very thorough evaluation of the contents of the files to determine what, if any, sensitive information may have been contained within the files. This exhaustive review involved the manual assessment of thousands of documents. This comprehensive process was completed on April 8, 2022 and we then undertook another rigorous analysis to confirm to which individuals and customers the information related. We completed this confirmation process. After notifying PepsiCo and providing them information related to this event, PepsiCo directed Donlen Corporation to notify you.

**What Information Was Involved?** The investigation could not confirm whether information related to you was accessed or viewed during this event. As a result, Donlen Corporation is notifying you out of an abundance of caution. The information related to you that was accessible during this event includes your name and: <<data elements>>.

**What We Are Doing.** Our response included resetting impacted account passwords, reviewing the contents of the impacted systems to determine whether they contained personal information, and reviewing internal systems to identify contact information for purposes of providing notice to potentially affected individuals. Donlen Corporation is also notifying relevant state regulators as required by law.

We are also offering you access to complimentary credit monitoring and identity protection services for 24 months through IDX. These services include fraud consultation and identity theft restoration services. If you wish to activate the credit monitoring and identity protection services, you may follow the instructions included in the *Steps You Can*

*Take to Help Protect Personal Information.*

**What You Can Do.** We encourage you to remain vigilant against incidents of identity theft and fraud by reviewing your account statements and monitoring your free credit reports for suspicious activity and to detect errors. You may also review the information contained in the attached *Steps You Can Take to Help Protect Personal Information*. There, you will also find more information on the credit monitoring and identity protection services we are making available to you. Although Donlen Corporation will cover the cost of these services, we are unable to enroll on your behalf, and you will need to complete the activation process.

**For More Information.** We understand that you may have questions about this event that are not addressed in this letter. If you have additional questions, please call 1-833-875-0837. IDX representatives are available Monday through Friday from 8 am - 8 pm Central Time.

Sincerely,

**Donlen Corporation, now known as Sellerco Corporation**

## STEPS YOU CAN TAKE TO HELP PROTECT PERSONAL INFORMATION

### **Enroll in Credit Monitoring and Identity Restoration**

1. Website and Enrollment. Go to <https://app.idx.us/account-creation/protect> and follow the instructions for enrollment using your Enrollment Code provided at the top of the letter. Please note the deadline to enroll is January 7, 2023.
2. Activate the credit monitoring provided as part of your IDX identity protection membership. The monitoring included in the membership must be activated to be effective. Note: You must have established credit and access to a computer and the internet to use this service. If you need assistance, IDX will be able to assist you.
3. Telephone. Contact IDX at 1-833-875-0837 to gain additional information about this event and speak with knowledgeable representatives about the appropriate steps to take to protect your credit identity.

### **Monitor Your Accounts**

Under U.S. law, a consumer is entitled to one free credit report annually from each of the three major credit reporting bureaus, Equifax, Experian, and TransUnion. 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 directly contact the three major credit reporting bureaus listed below to request a free copy of your credit report.

Consumers have the right to place an initial or extended "fraud alert" on a credit file at no cost. An initial fraud alert is a one-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 three major credit reporting bureaus listed below.

As an alternative to a fraud alert, consumers have the right to place a "credit freeze" on a credit report, which will prohibit a credit bureau from releasing information in the credit report without the consumer's express authorization. The credit 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 credit 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 credit freeze on your credit report. To request a credit freeze, you will need to provide the following information:

1. Full name (including middle initial, as well as Jr., Sr., II, III, etc.);
2. Social Security number;
3. Date of birth;
4. Addresses for the prior two to 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, etc.); and
7. A copy of either the police report, investigative report, or complaint to a law enforcement agency concerning identity theft if you are a victim of identity theft.

Should you wish to place a fraud alert or a credit freeze, please contact the three major credit reporting bureaus listed below:

<b>Equifax</b>	<b>Experian</b>	<b>TransUnion</b>
<a href="https://www.equifax.com/personal/credit-report-services/">https://www.equifax.com/personal/credit-report-services/</a>	<a href="https://www.experian.com/help/">https://www.experian.com/help/</a>	<a href="https://www.transunion.com/credit-help">https://www.transunion.com/credit-help</a>
1-888-298-0045	1-888-397-3742	1-833-395-6938
Equifax Fraud Alert, P.O. Box 105069 Atlanta, GA 30348-5069	Experian Fraud Alert, P.O. Box 9554, Allen, TX 75013	TransUnion Fraud Alert, P.O. Box 2000, Chester, PA 19016
Equifax Credit Freeze, P.O. Box 105788 Atlanta, GA 30348-5788	Experian Credit Freeze, P.O. Box 9554, Allen, TX 75013	TransUnion Credit Freeze, P.O. Box 160, Woodlyn, PA 19094

### **Additional Information**

You may further educate yourself regarding identity theft, fraud alerts, credit freezes, and the steps you can take to protect your personal information by contacting the consumer reporting bureaus, the Federal Trade Commission, or your state Attorney General. The Federal Trade Commission may 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); and 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.

*For District of Columbia residents*, the District of Columbia Attorney General may be contacted at: 400 6th Street, NW, Washington, DC 20001; 202-727-3400; and [oag@dc.gov](mailto:oag@dc.gov).

*For Maryland residents*, the Maryland Attorney General may be contacted at: 200 St. Paul Place, 16th Floor, Baltimore, MD 21202; 1-410-528-8662 or 1-888-743-0023; and [www.oag.state.md.us](http://www.oag.state.md.us). Donlen Corporation, now known as Sellerco Corporation is located at 8501 Williams Road, Estero, Florida 33928.

*For New Mexico residents*, you have rights pursuant to the Fair Credit Reporting Act, such as the right to be told if information in your credit file has been used against you, the right to know what is in your credit file, the right to ask for your credit score, and the right to dispute incomplete or inaccurate information. Further, pursuant to the Fair Credit Reporting Act, the consumer reporting bureaus must correct or delete inaccurate, incomplete, or unverifiable information; consumer reporting agencies may not report outdated negative information; access to your file is limited; you must give your consent for credit reports to be provided to employers; you may limit "prescreened" offers of credit and insurance you get based on information in your credit report; and you may seek damages from violator. You may have additional rights under the Fair Credit Reporting Act not summarized here. Identity theft victims and active-duty military personnel have specific additional rights pursuant to the Fair Credit Reporting Act. We encourage you to review your rights pursuant to the Fair Credit Reporting Act by visiting [www.consumerfinance.gov/f/201504\\_cfpb\\_summary\\_your-rights-under-fcra.pdf](http://www.consumerfinance.gov/f/201504_cfpb_summary_your-rights-under-fcra.pdf), or by writing Consumer Response Center, Room 130-A, Federal Trade Commission, 600 Pennsylvania Ave. N.W., Washington, D.C. 20580.

*For New York residents*, the New York Attorney General may be contacted at: Office of the Attorney General, The Capitol, Albany, NY 12224-0341; 1-800-771-7755; or <https://ag.ny.gov/>.

*For North Carolina residents*, the North Carolina Attorney General may be contacted at: 9001 Mail Service Center, Raleigh, NC 27699-9001; 1-877-566-7226 or 1-919-716-6000; and [www.ncdoj.gov](http://www.ncdoj.gov).

*For Rhode Island residents*, the Rhode Island Attorney General may be reached at: 150 South Main Street, Providence, RI 02903; 1-401-274-4400; and [www.riag.ri.gov](http://www.riag.ri.gov). Under Rhode Island law, you have the right to obtain any police report filed in regard to this event. There are 4 Rhode Island residents impacted by this event.