

January 4, 2021

Consumer Protection & Antitrust Bureau
33 Capitol Street
Concord, NH 03301**RECEIVED****JAN 11 2021****CONSUMER PROTECTION****RE: Notice Concerning Security Breach**

To Whom It May Concern:

We are writing to notify you that Peter Pan Seafoods, Inc. ("PPSF") discovered that personal information belonging to 2 residents of your state may have been accessed or acquired without authorization during a security incident. The total number of individuals affected was 8,846.

On December 12, 2020, PPSF staff discovered that substantially all of its servers had been encrypted by ransomware. PPSF immediately engaged reputable forensics and information technology service providers to assess the extent of the attack and whether recovery without payment to the attacker was possible. During the week of December 14, PPSF determined that restoration without paying the attacker was possible and began restoring its systems. PPSF concluded substantially all of its restoration efforts on December 26. PPSF upgraded its systems and security measures during restoration and continues to implement additional security measures.

PPSF conducted a forensic investigation in parallel with its recovery efforts. On December 23, PPSF discovered that the attacker created a file that included both business confidential and personal information. PPSF cannot confirm, but assumes, that the attacker exfiltrated that file from PPSF's systems. PPSF continues to conduct its forensic analysis of the incident.

PPSF believes that the personal information the attacker acquired included the human resources records of all of PPSF's current and former PPSF employees, including names, addresses, social security numbers, dates of birth, and similar information. Therefore, PPSF is notifying every affected individual. Enclosed is a copy of one of the notices that will be provided to affected residents of your state.

Please do not hesitate to contact the undersigned if you have any questions or require any further information.

Sincerely,

Davis Wright Tremaine LLP

Alex Reynolds
Attorney for Peter Pan Seafoods, Inc.**DWT.COM**Anchorage | Bellevue | Los Angeles | New York
Portland | San Francisco | Seattle | Washington, D.C.



[Return Address]

January 11, 2021

[Insert Recipient's Name]

[Insert Address]

[Insert City, State, Zip]

NOTICE OF DATA BREACH

Dear [Insert customer name]:

We are writing to notify you that Peter Pan Seafoods, Inc. ("PPSF") experienced a security incident that involves your personal information.

What Happened? On December 12, 2020, PPSF detected that an attacker used ransomware to deny PPSF access to its systems to extort money from PPSF.

What Information Was Involved? The attacker accessed both business confidential and personal information. The affected personal information included information about all of PPSF's current and former employees, including names, addresses, social security numbers, and dates of birth.

What Are We Doing? In response to these events, we hired reputable, third-party forensics and information technology services providers to help with investigation and remediation of the incident. Based on their recommendations, we have upgraded our systems and implemented new security measures consistent with those service providers' recommendations to mitigate the possibility of future incidents.

To help protect your identity, we are offering a complimentary two-year membership of Experian's® IdentityWorksSM. This product provides you with superior identity detection and resolution of identity theft. To activate your membership and start monitoring your personal information please follow the steps below:

- Ensure that you enroll by: [enrollment end date] (Your code will not work after this date.)
- Visit the Experian IdentityWorks website to enroll: [URL]
- Provide your activation code: [code]

If you have questions about the product, need assistance with identity restoration or would like an alternative to enrolling in Experian IdentityWorks online, please contact Experian's customer care team at [customer service number] by [enrollment end date]. Be prepared to provide engagement number [engagement #] as proof of eligibility for the identity restoration services by Experian.

Additional details regarding your 24-month Experian IdentityWorks Membership:

A credit card is **not** required for enrollment in Experian IdentityWorks.

You can contact Experian **immediately** regarding any fraud issues, and have access to the following features once you enroll in Experian IdentityWorks:

- **Experian credit report at signup:** See what information is associated with your credit file. Daily credit reports are available for online members only.¹
- **Credit Monitoring:** Actively monitors Experian file for indicators of fraud.
- **Identity Restoration:** Identity Restoration agents are immediately available to help you address credit and non-credit related fraud.
- **Experian IdentityWorks ExtendCARETM:** You receive the same high-level of Identity Restoration support even after your Experian IdentityWorks membership has expired.
- **Up to \$1 Million Identity Theft Insurance²:** Provides coverage for certain costs and unauthorized electronic fund transfers.

If you believe there was fraudulent use of your information and would like to discuss how you may be able to resolve those issues, please reach out to an Experian agent at [customer service number]. If, after discussing your situation with an agent, it is determined

¹ Offline members will be eligible to call for additional reports quarterly after enrolling.
² The Identity Theft Insurance is underwritten and administered by American Bankers Insurance Company of Florida, an Assurant company. Please refer to the actual policies for terms, conditions, and exclusions of coverage. Coverage may not be available in all jurisdictions.

that Identity Restoration support is needed, then an Experian Identity Restoration agent is available to work with you to investigate and resolve each incident of fraud that occurred (including, as appropriate, helping you with contacting credit grantors to dispute charges and close accounts; assisting you in placing a freeze on your credit file with the three major credit bureaus; and assisting you with contacting government agencies to help restore your identity to its proper condition).

Please note that this Identity Restoration support is available to you for one year from the date of this letter and does not require any action on your part at this time. The Terms and Conditions for this offer are located at www.ExperianIDWorks.com/restoration. You will also find self-help tips and information about identity protection at this site.

What Can You Do? Please review the "Further Steps and Contact List" information below, which identifies additional steps to take to protect your information.

Should you have questions or concerns regarding this matter, please do not hesitate to contact us at [call center number]. We will **not** send you any electronic communications regarding this incident that request or solicit personal information from you.

We deeply regret any inconvenience this may cause you, and thank you for your understanding.

Sincerely,

Barry Collier
President & CEO

FURTHER STEPS YOU CAN TAKE TO PROTECT YOUR INFORMATION AND CONTACT LIST

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 <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 this form at <https://www.annualcreditreport.com/cra/requestformfinal.pdf>. You also can contact each one of the three national credit reporting agencies (contact information below).

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 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 below. Additional information is available at <http://www.annualcreditreport.com>.

Security Freeze: A security freeze 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. Under federal law, you may not be charged to place or remove a credit freeze.

Additional Free Resources on Identity Theft: You can obtain information from the consumer reporting agencies, FTC (<https://www.identitytheft.gov/>) or from your respective state Attorney General about 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, and
www.ftc.gov/idtheft
1-877-438-4338

Maryland Attorney General
200 St. Paul Place
Baltimore, MD 21202
oag.state.md.us
1-888-743-0023

North Carolina Attorney General
9001 Mail Service Center
Raleigh, NC 27699
ncdoj.gov
1-877-566-7226

Rhode Island Attorney General
150 South Main Street
Providence, RI 02903
<http://www.riag.ri.gov>
401-274-4400

Contact Information for Credit Reporting Agencies:

	Equifax	Experian	TransUnion
To obtain a copy of your credit report	P.O. Box 740241 Atlanta, GA 30374 (866) 349-5191 www.equifax.com	P.O. Box 4500 Allen, TX 75013 (888) 397-3742 www.experian.com	P.O. Box 1000 Chester, PA 19016 (800) 888-4213 www.transunion.com
To obtain a security freeze	PO Box 105788 Atlanta, GA 30348 (800) 685-1111 www.equifax.com/personal/credit-report-services	PO Box 9554 Allen, TX 75013 (888) 397-3742 www.experian.com/freeze/center.html	P.O. Box 2000 Chester, PA 19016 (888) 909-8872 www.transunion.com/credit-freeze
To place a fraud alert	P.O. Box 105069 Atlanta, GA 30348 (888) 766-0008 www.equifax.com/personal/credit-report-services	P.O. Box 2002 Allen, TX 75013 (888) 397-3742 www.experian.com/fraud/center.html	P.O. Box 2000 Chester, PA 19016 (800) 680-7289 www.transunion.com/fraud-victim-resource/place-fraud-alert