



December 19, 2018

VIA REGULAR MAIL

Attorney General Gordon McDonald
Office of the New Hampshire Attorney General
Attn: Security Breach Notification
33 Capitol Street
Concord, NH 03301

RECEIVED
DEC 24 2018
CONSUMER PROTECTION

Dear Attorney General McDonald:

Our firm represents Piech Sales Company, LLC dba ValuePetSupplies.com in connection with a suspected data breach. Pursuant to N.H. Rev. Stat. Ann. § 359-C:20, we write to notify you of an incident that may have potentially affected sixty-five (65) New Hampshire residents.

On November 8, 2018, ValuePetSupplies.com was notified by PayPal that MasterCard informed them that customers reported that there had been suspicious activity on their credit cards between June 7, 2018, and August 30, 2018. ValuePetSupplies.com immediately retained an outside vendor who determined that intruders placed malicious code on the website that was sending out customers' names, addresses, and credit/debit card information. We have been unable to determine the exact date that the malicious code was placed on the website, but it appears to have affected transactions between June 7, 2018 and November 20, 2018. The malicious code was removed and additional security measures have been added to the website. Value Pet Supplies switched its method of collecting payment to a PayPal BrainTree Payments In-Context checkout process for all orders placed on the website.

We anticipate that written notice will be sent to the 65 potentially affected New Hampshire residents via regular mail during the week of December 17, 2018. A copy of the letter that will be sent is attached hereto as Exhibit A.

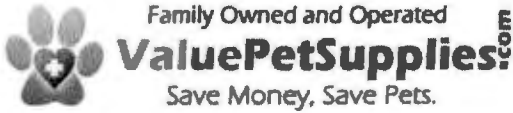
If we can provide you with any additional information, please do not hesitate to contact me.

Very truly yours,

Dianna D. McCarthy

www.WSSLLP.com

EXHIBIT A



Return Mail Processing Center
PO Box 6336
Portland, OR 97228-6336

December 7, 2018

«First_Name» «Last_Name»
«Address_1» «Address_2»
«City», «State» «Zip»

NOTICE OF DATA BREACH

Dear «FIRST_NAME»:

We are writing to advise you of an incident involving access to information associated with online purchases made on our website at www.valuepetsupplies.com. Although we are unaware of any actual misuse of your information, we are providing notice to you about the incident. We take the privacy and protection of your personal information very seriously and highly recommend you carefully review the information contained in this letter to best protect yourself in the future.

What Happened?

We have been informed on November 8, 2018 that our website, www.valuepetsupplies.com, experienced an intrusion. The intruder or intruders placed malicious script on our website and by doing so, may have gained access to our customers' payment card data, names and addresses. To date, the investigation indicates that the intrusion may have been for purchases made between June 7, 2018 and November 20, 2018. We retained outside vendors to evaluate our website and corrective action was immediately implemented. The investigation is continuing and we are unable to affirmatively confirm which files, if any, were actually accessed. Out of an abundance of caution, we are notifying those whose information was potentially accessed.

What Information Was Involved?

The information may have included names, addresses and credit card numbers for purchases made between June 7, 2018 and November 20, 2018.

What We Are Doing

Cyber-attacks continue to increase and evolve. For this reason, and to help prevent this type of incident in the future, we are actively enhancing our data security procedures. We have removed all malicious code on the site, enabled other cybersecurity layers of protection, and have implemented security upgrades to our website. We are currently in the process of communicating with all necessary consumer reporting and governmental agencies.

What You Can Do

- **Change your passwords** on any accounts that may have been breached and remember to use unique passwords across different accounts.
- **Remain vigilant and monitor your credit and identity** by reviewing your account statements and monitor credit reports for any unauthorized activity. Under federal law, you also are entitled every 12 months to one free copy of your credit report from each of the three major credit bureaus. To obtain a free annual credit report, go to www.annualcreditreport.com or call 1-877-322-8228. You may wish to stagger your requests so that you receive a free report by one of the three credit bureaus every four months.
- **Initiate a Fraud alert** which will warn lenders that you may have been a fraud victim. When you request a fraud alert be added with any of the three major credit bureaus, the bureau you contacted will notify the other two and alerts will be added with those bureaus as well. This extra precaution will notify any potential lenders that they should contact you before granting any new line of credit in your name. This fraud alert will stay on your credit report for 90 days, and you can renew the fraud alert when it expires.
- **Keep an eye on your financial accounts** by visiting your online bank and financial accounts, and setting up any alert features they may have. This may keep you notified of any unusual activity, should it occur.
- **Report** any suspected incidents of identity theft to local law enforcement, your state's attorney general, or the Federal Trade Commission.
- **Place a Security Freeze** By placing a security freeze, someone who fraudulently acquires your personal identifying information will not be able to use that information to open new accounts or borrow money in your name. You will need to contact the three national credit reporting bureaus listed above in writing to place the freeze. Keep in mind that when you place the freeze, you will not be able to borrow money, obtain instant credit, or get a new credit card until you temporarily lift or permanently remove the freeze. The cost of placing the freeze varies by the state you live in and for each credit reporting bureau. The Credit Bureau may charge a fee of up to \$5.00 to place a freeze, lift, or remove a freeze. However, if you are a victim of identity theft and have filed a report with your local law enforcement agency or submitted an ID Theft Complaint Form with the Federal Trade Commission, there may be no charge to place the freeze.

In order to request a security freeze, you may need to provide all the following information:

1. Your full name (including middle initial as well as Jr., Sr., II, III, etc.);
2. Social Security Number;
3. Date of birth;
4. If you have moved in the past five (5) years, provide the addresses where you have lived over the prior 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, military identification, etc.)
7. If you are a victim of identity theft, include a copy of either the police report, investigative report, or complaint to a law enforcement agency concerning identity theft;
8. If you are not a victim of identity theft, include payment by check, money order, or credit card (Visa, MasterCard, American Express or Discover only). Do not send cash through the mail.

Other Important Information

You can also obtain additional information from the Federal Trade Commission and the three major credit reporting bureaus about fraud alerts and security freezes.

- You may contact the three major credit bureaus via the following addresses, toll-free telephone numbers, and websites:

Equifax Fraud Reporting
1-866-349-5191
P.O. Box 105069
Atlanta, GA 30348-5069
www.alerts.equifax.com

Experian Fraud Reporting
1-888-397-3742
P.O. Box 9554
Allen, TX 75013
www.experian.com

TransUnion Fraud Reporting
1-800-680-7289
P.O. Box 2000
Chester, PA 19022-2000
www.transunion.com

- You may contact the Federal Trade Commission (“FTC”) via the following address, toll-free telephone number, and website:

Federal Trade Commission
Identity Theft Clearinghouse
600 Pennsylvania Ave., NW
Washington, DC 20580
1-877-IDTHEFT (438-4338), TTY: 1-866-653-4261
www.consumer.gov/idtheft

For More Information

We have retained Epiq Corporate Services, Inc. (“Epiq”) to assist with our notification. We sincerely regret any inconvenience or concern this matter may cause you. If you have questions or need assistance, please call 877-432-3850 from 6:00 a.m. to 6:00 p. m. PST, Monday through Friday.

We sincerely regret that this unfortunate incident occurred. We are committed to protecting your personal information, and we hope this information will be useful to you.

Sincerely,

Zachary Piech

Zachary Piech
President, Piech Sales Company, LLC dba ValuePetSupplies.com