

June 23, 2017

VIA FIRST-CLASS MAIL

Hon. Joseph Foster
Office of the Attorney General
Consumer Protection and Antitrust Bureau
33 Capitol Street
Concord, NH 03301

RECEIVED

JUN 26 2017

CONSUMER PROTECTION

Re: Unauthorized access of personal information at Pioneer Valley Books

Dear Attorney General Foster:

Pursuant to N.H. Rev. Stat. § 359-C:20(I)(b), and on behalf of our client Pioneer Valley Books ("PVB"), we are writing to notify you of a possible unauthorized access of personal information involving approximately six New Hampshire residents.

On Saturday, May 6, 2017, PVB was notified by its webhost servicer that potential malware was installed on the server. The attacker had obtained credentials to access the files on the web server without authorization from PVB. The webhost identified two code files that appeared to be compromised. After an initial investigation was completed by PVB's IT Manager, it was concluded that the attacker had manipulated server code to allow credit card numbers, names and addresses to be emailed to the attacker for every credit card order placed on the website www.pioneervalleybooks.com. PVB verified that the creation date timestamp on the file of the compromised code was February 28, 2017. PVB believes this is the earliest date on which the attacker had access to its systems.

PVB immediately prevented the compromised functions on the server from sending any additional credit card information by modifying the code to remove the additions made by the attacker. PVB completed the removal of the offending code by 6:30 p.m. on May 6. PVB also invalidated all server access credentials as well as all ecommerce admin credentials by 6:30 p.m. that same day to ensure all access to the site was blocked. All administrator user passwords were rotated before being reactivated. All new file access credentials were generated.

PVB has contracted with its primary developer to further scan the code of the server and take additional steps to secure the website. PVB also hired an independent third party to do a PCI compliance scan of the web server and together with its developer will be using the results of the scan to take any needed actions to further secure the server. Based on subsequent sweeps of the server code, and server access logs, it appears no further attacks have been made on the site since it was locked down on May 6, 2017.

PVB reported the incident to the United States Secret Service Field office in Boston. The investigator is Special Agent John Percoco, (646) 872-8500. The undersigned retained an independent computer forensic specialist to review the IT Manager's findings and to assist in determining the time period during which the attacker had access to the system.

PVB has been reviewing all credit card transactions on its website occurring between February 28 and May 6, 2017, and has identified six New Hampshire residents who submitted credit card orders during the time frame. These individuals will shortly receive notice pursuant to N.H. Rev. Stat. § 359-C:20(I)(a); we anticipate those mailings will be completed by Friday, June 23, 2017. A draft of the notice we plan to use is attached to this letter.

Should you need additional information, please contact the undersigned.

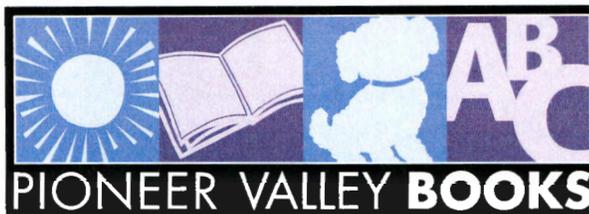
Very truly yours,



Andrew Levchuk

AL/jel

2452714v3



Resources for Early Literacy

Date

Consumer Name
Address
City, NH

Re: Possible unauthorized acquisition of your credit card information

Dear Consumer Name:

We are writing to notify you that a possible unauthorized acquisition of your personal information may have occurred when you placed a credit card order through the website of Pioneer Valley Books ("PVB") on a date falling between February 28, 2017 and May 6, 2017. PVB has learned that an unauthorized intruder may have gained entry to its web server and installed malicious computer code designed to steal credit card information. Your name, email address, and credit card information, along with the security code for your card, may have been acquired.

PVB has taken the following actions to prevent further disclosure of your personal information:

- removed the offending code;
- invalidated all server access credentials and ecommerce admin credentials to ensure all access to the site was blocked;
- generated new file access credentials;
- rotated and reactivated administrator user passwords;
- updated the web server to restrict server code access to whitelisted IP addresses;
- contracted with its primary developer to scan the code of the server;
- hired an independent third party to do a PCI compliance scan of the web server;
- reported the incident to the United States Secret Service Field Office in Boston.

PVB believes access to the code is no longer possible with compromised credentials outside of PVB's network or the network of its primary developer. Based on subsequent sweeps of the server code, and server access logs, it appears no further attacks have been made on the site since it was locked down on May 6, 2017.

Because of this possible unauthorized acquisition of your credit card information, we advise you to remain vigilant by reviewing your account statements and monitoring free credit reports, and to report suspected identity theft to law enforcement, including the Attorney

155A Industrial Dr. • Northampton, MA 01060
1.888.482.3906 • pioneervalleybooks.com

General and the Federal Trade Commission. You can obtain information about fraud alerts, security freezes, and other steps you can take to avoid identity theft from the Federal Trade Commission and consumer reporting agencies. Their contact information, including toll-free phone numbers, where available, are listed below:

Consumer Response Center
Federal Trade Commission
600 Pennsylvania Ave, NW
Washington DC 20580
877-FTC-HELP (382-4357)
<https://www.identitytheft.gov>

Equifax
Equifax Information Services LLC
PO Box 105252
Atlanta, GA 30348
800-685-1111
<https://www.alerts.equifax.com>

Experian
databreachhelp@experiandirect.com
Experian Security Freeze
P.O. Box 9554
Allen, TX 75013
888-397-3742
<https://www.experian.com/help/identity-theft-victim-assistance.html>

TransUnion, LLC
P.O. Box 2000
Chester, PA 19016
800-860-7289
<https://www.transunion.com/identity-theft>

If you have any further questions, or require further assistance, please contact us at contact@pvep.com or (888) 482-3906.

Very truly yours,

PIONEER VALLEY BOOKS