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RECEIVED
MAY 24 2021
CONSUMER PROTECTION

May 21, 2021

VIA FIRST CLASS MAIL

Consumer Protection Bureau
Office of the Attorney General
33 Capitol Street
Concord, NH 03301
Phone: (603) 271-3643
Fax: (603) 271-2110

Re: Notice of Data Event

Dear Mr. Attorney General:

Pitco Frialator, Inc. ("Pitco"), a commercial foodservices organization located at 553 NH-3A, Bow, New Hampshire 03304, writes in accordance with N.H. Rev. Stat. Ann., § 359-C:20, to notify your office of an incident that may affect the security of some personal information relating to 999 New Hampshire residents. By providing this notice, Pitco does not waive any rights or defenses regarding the applicability of New Hampshire law, the applicability of the New Hampshire data event notification statute, or personal jurisdiction.

Specifically, Pitco identified a pervasive ransomware attack after receiving reports of system loss such as failed reporting and scheduled tasks. The investigation identified a limited number of encrypted files and folders as being potentially accessed or obtained by an unknown actor.

As of May 14, Pitco has provided written notice of this incident to the affected individuals.

Pitco takes its security responsibility very seriously, and as a result, upon discovering the event, Pitco took immediate action to contain the affected servers, notified its parent company, Middleby Corporate and worked with a cybersecurity service provider to remediate actions taken by the actor and restore its systems. Pitco updated and patched infrastructure to the latest versions and deployed advanced antivirus and malware protection, and is rapidly deploying and in the process of completing two-factor authentication in the environment.

Additionally, Pitco is providing impacted individuals with information related to protection against identity theft and fraud, including advising individuals to report any suspected incidents of identity theft or fraud to their credit card company and/or bank. Pitco is providing individuals with information on how to place a fraud alert and security freeze on one's credit file, the contact details for the national consumer reporting agencies, information on how to obtain a free credit report, a reminder to remain vigilant for incidents of fraud and identity theft by reviewing account statements and monitoring free credit reports, and encouragement to contact the

Federal Trade Commission and law enforcement to report attempted or actual identity theft and fraud. Finally, Pitco is offering one year of credit monitoring services to each potentially affected individual in New Hampshire at no expense.

Pitco continues to investigate and is implementing additional measures designed to prevent a recurrence of such an event. These additional measures will be communicated to employees, and combined with a company-wide campaign to increase awareness of employee security obligations.

Should you have any questions regarding this notification or other aspects of the data security event, you may contact me at the address, phone number, or email above.

Very truly yours,

SEYFARTH SHAW LLP

/Jason Priebe/

Jason Priebe

SEYFARTH SHAW LLP
OFFICE OF THE ATTORNEY GENERAL
STATE OF NEW HAMPSHIRE